





### A sporting proposition from Olds Buy two.





Fat, raised-letter tires

#### Get four at no extra charge.







Side body stripes.



Outside racing mirror

Now you can really save on our sportiest Cutlass with the Cutlass S Value Package. We've built this baby sleeker and sassier for 76. With fastback lines, tucked-in sides, and a new front-end design. Yet Cutlass S is still our lowest-priced midsize Oldsmobile."

And now you can have an even sportier "S". Just order your new Cutlass S with the exciting sports options above

wheels and raised-letter tires. We'll throw in the rest at no extra charge. Ask your Olds dealer about the Cutlass S Value Package six extras for the price of two.

More good news:

The Value Package is also available on the exciting Olds 4-4-2.



CUTLASS S VALUE PACKAGE.



Can we build one for you?



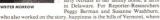
#### A LETTER FROM THE PUBLISHER

Not every American town has a factory or transit system or even so much as a semipro softball team, but there is hardly a hamlet in the U.S. without a newspaper. Thus, for those who choose to work as journalists, the chances are good of spending time on a small-town daily at some point. There is, for instance, Senior Writer Lance Morrow, who wrote this week's cover story on the great American migration from the big cities to smaller cities, rural areas and the Sunbelt. As a high school student, Morrow spent summers in Danville, Pa., covering fires, fairs and Elks club meetings for the Danville News, the local daily. In expansive moments, his editor would send him out around the county to research a farm story. Like many Americans today, Morrow feels that rural living offers a healthy contrast to big-city life. Some time ago, in fact, he left New York for a six-month sabbatical in Maryland and rural western Virginia, where he began work on a book. Yet, also like many Americans, Morrow discovered that his allegiance to coun-

try life was fragile. Says he: "I kept hitting the road up to Washington and New York -partly as an exercise in typewriter avoidance; partly because, as I admitted to

myself. I am a city boy.

Not everyone who worked on the story would make that claim-or, some would say, that confession. A few years ago, for example, Chicago Correspondent Richard Woodbury, who reported on the move to the countryside in the Midwest, fled his native New York for the open skies of Colorado, where he worked on a small newspaper in the remote city of Grand Junction. Woodbury returns there frequently when Windy City life begins to pall. In the same spirit, Manhattan-based Reporter-Researcher Sarah Button regularly retreats to her family home, a farm



Every once in a while, we like to share with our readers news of awards that TIME stories have won. Recently, there have been four such awards. The Freedoms Foundation at Valley Forge presented one of its George Washington Honor Medals to Business Editor George Church for his July 14 cover story examining the question "Can Capitalism Survive?": another medal was awarded for our special 1776 issue. Associate Editor Frederic Golden received the American Institute of Physics' science writing prize for his Sept. 1 cover on earthquakes. Our June 30 examination of crime, written by Associate Editors Jose M. Ferrer III and James Atwater and Staff Writer John Leo, received the New York State Bar Association's Media Award in the national magazine category.



Cover Story54	Education99	Nation12
Color79	Forum5	People46
Essay38	Law66	Religion44
	Milestones81	Science76
Books90	Modern Living54	Television82
Economy	Music48	Theater78
& Business68		World24

The Cover: Illustration by Seymour Chwast.

both have weekend retreats

TIME is published weekly except semi-weekly during the third week of May, \$22.00 per year, Time Inc., 541 N. Fairbanks Court, Chicago, Ill. 60611, Principal offices Rockefeller Center, NY York, NY, 10020. James R. Shepley, President: Edward Patrick Lendhan, Tresourer, Charles Bear, Secretary, Second class postage pold at Chicago, Ill., and at additional making offices. V 107 No.11 p. 1976 Time Inc. All rights reserved, Reproduction in whole or in part without with

#### TIME THE VELKEY NEWSWAGAZINI

Founders: BRITON HADDEN 1898-1929 HENRY R. LUCK 1898-1967

Editor-in-Chief-Hadley Dosowoo

Chairman of the Board: Andrew Heiskell President: James R. Shanlay Group Vice President, Magazines: Arthur W. Keylor

Vice Chairman: Roy E. Larsen

ASSISTANT MANAGING EDITORS Murray J. Gart, Edward L. Jamieson, Jason McManus

SENIOR EDITORS: Ruth Brine, Clell Bryant, George J. Church, Duffy, John T. Elson, Timothy Foote, Otto Friedrich, Martin Goldm roff, Ronald P. Kriss, Marshall Loeb. Diplomatic Editor: Jerrold L. Schecter. International Editor: Jesse L. Birn-bourn

ART DIRECTOR: David Merrill

SENIOR WRITERS: Michael Demarest, Robert Hughes, T.E. Kalem, Stefan Kanfer, Ed Magnuson, Lance Morrow.

ASSOCIATE EDITORS: James Atwoter, William Bender, Gilbert Cant, Gerold Clorke, Joy Cocks, Spencer Davidson, William R. Doerner, Jose M. Ferrer III, Frederic Golden, James Grant, Philip Herrers, Ilmothy M. James, Frank B. Merrick, Mayo Mohs, Mark Nichols, Frederick Polinton, Burton Pines, R.Z. Shepport, Peter Solider, David S. Ininn, Marylols breyd Yego, Edwin G. Warner. pora, reter atour, Jossia B. Illiam, maryinis ruray vega, cawin G. walmer, STAFF WRITERS Richard Benstein, Patricia Blake, Andrea Chambers, Joh S. DeMott, Joan Downs, Neil D. Gluckin, Lenny Glynn, Robert L. Goldstein Paul Groy, Marguerite Johnson, John Leo, Gin Mallet, Doedd M., Morrison Richard N. Ostling, John Quirt, George Russell, Stephen Schleisinger, Share Schoffman, Le Anne Schreiber, Mark Valnnist, Ivan Webster, Roger Wollman.

CONTRIBUTORS: A.T. Boker, Thomas Griffith, Melvin Maddacks, Richard

REPORTER-RESEARCHERS: Lech Shanks Gordon (Chief)
Department Heads: Margaret G. Boeth, Maria Lusa Cisneros (Letters), M
to Fitzgerold Dorion, Rosalind Halvorsen, Dorothy Haysteod, Ursula Nadas
de Gollo.

de Gello.

Senior Stafff: Susan Altchek Aroldi, Priscilla B. Bodger, Audrey Ball, Patrici
Beckert, Jeon Bergerud, Peggy T. Berman, Nancy McD. Chose, Goll Eisen, Portricia N. Gordon, Anne Hopkins, Sara C. Medine, Nancy Newman, Sue Raviety, Roissa Silverman, Betty Suyker, F. Sydnor Vanderschmidt, Nancy I. Williams, Rosemante T. Zadikov.

Sioms, Rossemarie T. Zadikov.

Lifuela Bearry, Samb Bedelli, Sarah Button, Regina Cohill, Janice Castro, ElenLifuela Bearry, Samb Bedelli, Sarah Button, Regina Cohill, Janice Castro, ElenLifuela Bearry, Samb Bedelli, Sarah Bedelli, Sambaria Mandala, Manada Handala, Manada Handala,

Mary Hann, Saward Timms, John A., Valley, Source S., Washborn, Property Mary Confession of Confessio de Janeiro: barry militanorana. Mexico City: bernara Diedench.
News Desk: Al Buist, Minnie Magazine, Susan Lynd, James Patterson, Ler
Powell, Barbara Seddon, Gerd Sherman, Administration: Emily Friedrich.

OPERATIONS MANAGER: Eugene F. Coyle; Mary Ellen Simon (Deputy) PRODUCTION: Charles P. Jackson (Makeup Editor); John M. Cavanagh (Deputy); Manuel Delgado, Agustin Lamboy, Austin Metze, Stanley Redfern, Leon

y); Manuel Delgado, Agustin Lamboy, Austi rd Schulman, Alon Washburn. omputer Composition: Robert W. Boyd Jr.

ART DEPARTMENT: Arturo Cozeneuve, Wode Honcock, Irene Ramp (Assistant Art Directors), Rosemary L. Frank (Covers), Anthony J. Libord (Designer), Leyond Staffi Bujor Angolevida, John P. Dowd, John F. Gestl, keep signer), Leyond Staffi Bujor Angolevida, John P. Dowd, John F. Gestl, keep and Charles Amon, Mag Massis Roman, William Spencer, Mags and Charles Josep Amon, Mag Massis Roman, William Spencer, Mags and Charles Josep Amon, Mag Massis Roman, William Spencer, Mags and Charles Josep Amon, Mag Massis Roman, Magnetic Mag Amon. Mag Researchers: Admons Judius, Isobel Lenkiewick? Powikes.

PHOTOGRAPH! John Durnisk (Picture Editor), Amodi H. Dopskin (Color Editor); Michele Stephenson (Assistant Picture Editor). Researchers: Evelyn Mer.

Seria Celins, Suzanne Richie, Card Sower, Nancy Smith, Estabeth Stoffer, Phee tographers: Eddie Adams. Wolfer Bennett, Michael Evas, Dirck Hollsted, Sph. Morse, Stephen Northyn, Bill Picce, Julian Wasser, John Stephen Northyn, Bill Picce, Julian Wasser, John

COPY DESK: Anne R. Davis (Chief), Susan Hahn and Sue Airkin (Deputie Frances Bander, Minda Bikman, Madeline Buller, Joan Cleary, Leo Devel, eaner Edgar, Katherine Mihok, Emily Mitchell, Maria Paul, Linda Pacock, Sley Zimmerman.

EDITORIAL SERVICES: Richard M. Seamon (Director), Norman Airey, George Karas, Benjamin Lightman, Doris O'Neil, Carolyn R. Pappas. Karas, Benjamin Lightma PUBLISHER

Ralph P. Davidson
Associate Publisher: Ralph G General Manager: Donald J. Barr Assistant Publisher: Lane Fortinbe

Circulation Director: George S. Wiedemann III Business Manager: Donald L. Spurdle ADVERTISING SALES DIRECTOR: Reginald K. Brack Jr.

U.S. Advertising Sales Manager: George W. McClellan Associate U.S. Adv. Sales Directors: Kenneth E. Clarke, John A. Higgo:



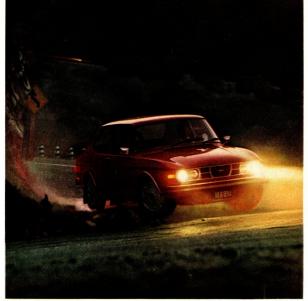
# I smoke for only one reason.

I don't smoke a brand to be like everybody else.
I smoke because I enjoy it. I smoke Winston Super King.
Super King's extra length gives me an extra smooth taste
that's real. Real taste—and real pleasure—
are what smoking's all about. Winston is for real.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar", 1.2 mg. nicotine av. per cigarette FTC Report SEPT, '75. The Saab Philosophy, No 3 in a Series:

# "WE BELIEVE THAT SAFETY MEANS AVOIDING ACCIDENTS. NOT JUST SURVIVING THEM."



You never know what's around the next corner until you get there. That's why we designed the Saab to give you every chance to avoid whatever surprise you might find.

We do it with what we call "active safety devices": front-wheel drive for stability, rack-and-pinion steering for precise control, four-wheel power-assisted disc brakes for quick, fade-free stops, and a powerful, fuel-injected 2-liter engine for fast acceleration. Together, they give every Saab exceptional performance.

Of course, if you can't avoid an acci-

dent, we've also built every Saab with the "passive safety devices" that have made Saab a leader in automotive safety for vears. There's roll-cage construction, six solid steel posts to support the roof, door impact panels, and a body designed to

absorb impact to protect the driver and passengers.

Every part of the interior of a Saab has also been designed with the safety of the driver and passengers in mind. For example, Saab was first with seats with integral, see-through head restraints. First with a heated driver seat. And first with

the ignition key protectively hidden between the front seats.

But you can't really appreciate the confidence and security you get in a Saab, until vou drive one.

So take a test drive. It's one thing you'll be glad you didn't miss



#### FORUM

#### Payola, Golden Eggs and Greed

A big bravo to those business executives who bring in profitable orders from abroad [Feb. 23]. And if the bribe is tacked onto the selling price, further kudos are in order

I'll opt for high employment, growth and prosperity any day William T. Cuddy Jr.

Calabasas, Calif.

Everyone thinks he can get away with anything. If some of those conspirators went to jail and spent the full sentence there, the world might not have as much moral corruption.

Steven Kuensting St. Louis

Payola is the name of the game in business. The company that doesn't



"bribe" its customers in one way or another is probably a statistic in bankruptcy court.

Ronald G. Birnhack New York City

The profit motive is the catalyst of our free-enterprise system. It "leads us into temptation." but the system corrects itself. Let's not knock "the goose that laid the golden egg" too hard, or we will end up with a dead goose on our hands Glenn Wm. Simmons Atlanta

I was raised under the impression that capitalism was a system of the people, by the people and for the people The greed and graft demonstrated by Lockheed and other corporate giants has led me to believe that they have one overriding ambition: to take from the people and from the people and from the people.

Conrad J. Buehler Fremont, Ind.

It is only one step from awareness of Lockheed's self-serving to questioning whether free-market advocates have Adam Smith in mind or the lucrativeness of their veiled misdeeds.

Kenneth Cooley Berkeley, Calif.

What's all this "scandal" fussing about? Bribery has been a common (and time-honored) practice as far back as Marco Polo and even before that. I find it surprising that Americans still cling to illusions of innocence after the years of Viet Nam, Watergate and intelligence investigations. Won't this country ever grow up and realize there is rottenness in the world?

> Clay Rooks St. Paul

News of bribery causes no surprise here in Brazil, where "special payment arrangements" are routine in all deals with government departments. In Rome, you must do as the Romans. Your

multinationals are right. Paulo Moreira Dias Rio de Janeiro

Thanks for telling us about the graft in Colombia. Now we want the names of the grafters for our tribunals

Alfredo Vanegas Montoya Medellin, Colombia

What is needed now is a bipartisan congressional committee headed by individuals whose honesty is unquestioned, like Senators Hugh Scott and Hubert Humphrey, to ferret out those in Congress whose campaigns have received illegal corporate financing Penny K. Alden

Key Biscayne, Fla.

#### When Woman Is Like Man

Re "Culture and the Curse" [Feb 231: someone told me that when a woman is premenstrual, her hormone level is similar to the hormone level of a man. Which means that during her irritable days a woman may act the way men act all the time. It makes sense.

Mildred Kavanaugh Olympia. Wash.

Bryn Mawr, Pa.

Just as we are not inferior to men because we menstruate, neither are we superior. Women should accept it and forget it. It's not that big a deal Janice Torbet

I wish someone would find a "taboohut" where a handful of sick feminists could be detailed permanently. While they could massage backs, sip tea, sniff blood and celebrate their reclaimed menses, the rest of us could go about as usual and do what most women have been doing for thousands of years: define for ourselves how we feel about it.

Lotti S. Tobler Shaftsbury, Vt.

I like the idea of a hormonal cycle that enables me to predict when I'm going to feel down. Think of the advantage to a President: summit meetings could be scheduled only on the up days. Down days could be reserved for the CIA cleanup

> Margie Townsend Arlington, Texas

Paula Weideger implies that Jewish mothers pass on "self-hatred and worthlessness" by slapping the face of the daughter at the onset of menstruation. Actually, this practice, part of a rich folklore, is designed to restore color (blood) to the cheeks of the menstruating girl and has nothing to do with self-deprecating, debasing or shameful beliefs.

Dr. Michael G. Axelrod Amy Snyder Axelrod Shreveport, La.

I swear that I never took advantage of menstruation to keep any woman from equal status. Frankly, I find this dabbling in one's secretions, excretions or exudations in the name of selfknowledge and dignity unproductive and unnecessary. Messy even.

William Plank

Billings, Mont.

#### Publish a List

Angola is now all but taken over [Feb. 23]. The U.S. should publish a list of the countries that would be defended by us against Communist aggression. The remaining countries could then be taken over by the Communists without suffering the senseless wastes of war.

Ben H. Carnell Colonel, U.S.A.F.

Those who view America's decision not to fight in Angola as cowardice or lack of commitment are those who persist in measuring greatness with a military vardstick. For once we have exhibited the courage, the moral strength to keep ourselves out of a conflict in which we have no legitimate interest. Let the world judge who the imperialistic warmongers are now

Gary Hamel Berrien Springs, Mich.

#### Nobody Shoots Santa

Why are journalists regarding Nixon's trip to China [Feb. 16] as a mystery? Nixon will emerge as a lobbyist for China to plug for such things as "most favored nation" status, huge loans



He knows how to travel.

# We're the German airline. So it will come as a surprise to no one that we're first to Germany.

Lufthansa has more nonstop flights to Germany than any other airline. And more flights than anyone else from Germany to the rest of Europe.



#### You'd expect us to be punctual. We are.

We've got a great on-time record to the heart of Europe. Which means, if you've got an appointment or a connecting flight, you

can rely on us.
When we're on time, you're on time.



# We know that if we can please professional travelers, the rest comes easy.

So we offer businessmen a complete range of services, including interpreters, conference rooms, even a market opportunities newsletter. Plus hotel reservations, car rentals and a huge variety of side trips and tours.

#### Tours for all seasons. Lavish to low-budget. Besides an unbeatable

**low-budget.** Besides an unbeatable European Fly & Drive Program, we can show you wild game in Kenya, night life in Lima, and give you thousands of other vacation experiences all over the world.

#### And a world full of destinations. 107 cities in 68 countries.



#### We're the German airline. We can make a thousand details blend into a perfect, smooth flight.

Our service is what it is because of who we are. We're Germans. We're efficient. And an efficiently run airline is always a pleasure to fly.

Call your travel agent or Lufthansa. If you're planning a flight anywhere in the world, you can charge it on



charge it on the American Express Card. Because anywhere in the world is just where we're going.



#### **Lufthansa German Airlines**

# INTRODUCING ANOTHER REASON TO HAVE A PITNEY BOWES MAILING SYSTEM.

The system includes a Pitney Bowes postage scale and a Pitney Bowes postage meter. And the reason to have it is the higher postal rates.

The scale computes postage to the nearest

1/16 ounce. (That much over and you pay for a full ounce you're not sending. That much under and you get a postage due for an ounce you are sending).

The meter prints the exact postage.
At the new 13e rate, maybe it's high
time you started printing your own postage,
stopped worrying about losing or ripping
stamps (neither is possible when you
meter stamp), and started keeping an
automatic accounting of all the postage
you use (the postage meter does it).
Pitney Bowes has specialized in

incoming, outgoing, and interoffice mailing and paper-handling efficiency for over fifty years. If you think your company could benefit from one of our systems, and that includes our new PBC 'plain bond copier, write us: Ptiney Bowes, 1248 Pacific Street, Stamford, Conn., 06904, Or call one of our 190 offices throughout the U.S. and Canada. Postage Meters, Mailing Systems, Copiers, Counters and Imprinters, Addresserprinters, Labeling & Marking Systems.





and all the other sweet deals that ul-

I wonder why he needed all those Secret Service men on the trip. Nobody shoots at Santa Claus.

Leo Leslie Waynesville, N.C.

While you scorn former President Nixon at home, he is honored abroad as the able statesman he was (and is). Carlos A. Grieco Buenos Aires

#### Why Speer Was Spared

In the review of Albert Speer's new book Spandau: The Secret Diaries [Feb. 23], Stefan Kanfer writes: "Speer, who displayed no discernible sympathy for workers during the '30s and '40s, grows

Having done extensive research in the Nuremberg Trial documents, I tend to concur with Speer that he did numerous things for the workers. He increased rations, provided clothing and relieved overcrowding. This was one of the reasons his life was spared.

John Phillip Dixon Clawson, Mich

Kanfer mentions that "some 5 million slave laborers" were "employed" by Speer and calls his Russian captors "harsh and arbitrary." For stealing a cauliflower, Speer gets one week of solitary confinement.

My uncle, Leo Kohn, was one of Speer's "employees." For picking up a carrot to ease his hunger, he did not get one week of solitary confinement but was beaten to death with a shovel.

Samuel Kohn Canoga Park, Calif.

#### **Question of Taste**

Your reviewer charges me with bad taste in using Dr. Josef Mengele, late of Auschwitz, as the villatin of my novel The Boys from Brazil (Feb. 231. I must concede that what I have done is almost on a par with putting a would-be assassin on the cover of a national magazine or publishing a list of a dead President's rumored mistresses.

Ira Levin New York City

#### The Hartman Addiction Mary Hartman, Mary Hartman

Way Harman, Mary Harman [Feb. 23]—He funnies show on the tube; the cultural and emotional mishmash of life in our bizarre and beloved America. I am addicted to Mary Harman just as I am to cavesfropping on conversations in public transportation. Both are biographies of human affectations, human error and the strange sweet tangents of human love. Like the

rest of the species, Mary Hartman is lovably low-and respectably high.

Libbie Gottschalk Denver

Any connection between Mary Hartman, Mary Hartman and the real

thing is utter nonsense. I know.

Mary L. Hartman
East Windsor, N.J.

#### No Heavenly Aida

Note for James Levine (rhymes with divine): your new Aida [Feb. 23] stinks (rhymes with sphinx).

George J. Longo Newark

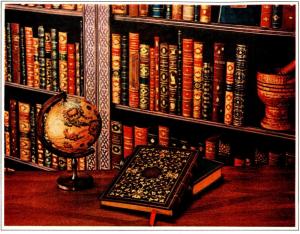
#### Excessive

Re "The Good Life" [Feb. 2]: I wish you had asked me directly for my projections to the present period of the income levels required for each of the categories uncovered in my research. Most of the income levels you cited exceed my figures by 20%.

Richard P. Coleman Senior Research Associate Massachusetts Institute of Technology Cambridge, Mass.

Address Letters to TIME, Time & Life Building, Rockefeller Center, New York, N.Y. 10020





You Can Now Acquire a Private Library of Distinction

# THE GREATEST BOOKS EVER WRITTEN

Beautifully Illustrated . Bound in Genuine Leather . Decorated With Real Gold

#### The World's Greatest Books

It isn't difficult to list the world's greatest books. Their titles spring instantly to everyone's mind, because a book becomes great only when it is recognized as being great — generation after generation.

Melville's "Moby Dick", Dickens" "A Tale of Two Cittes", Chaucer's "Canterbury Tales", Plato's "Republic", Thackeray's "Vanity Fair", Fielding's "Tom Jones", Hawthorne's Scarlet Letter", Bronte's "Wuthering Heights", Homer's "Illad", Swift's "Gulliver's Travels", Dante's "Divine Comedy", Milton s" "Farcalise Losts", Mark Twain's "Huckleberry Finn' and Doscowsky's "Cime and Punishment".

Books like these are the books of lasting value that each family wants on its bookshelves. It is these books that you can now acquire from The Easton Press.

#### As Beautiful As They Are Meaningful

The pride that one feels in acquiring this edition of the world's greatest books comes not only from the power and significance of each literary masterpiece. It comes also from the sheet beauty of each book. Every volume in this private library will exemplify the ultimate in the art of printing, illustrating and binding.

#### Genuine Leather Bindings

Today, the cost of genuine leather bound books and the time required to create them has made the crafting of such bindings a vanishing art. But each book in this collection will be bound in genuine leather! As with every detail of these books, luxury in binding will be the rule rather than the exception.

#### Unique Cover Designs of Real Gold

To further enhance the beauty of your books, each binding will be decorated with real gold. Each cover design, which will be uniquely different for each volume, will be deeply inlaid with this precious metal. The back cover and the spine of each book will be similarly decorated.

#### Gilt-Edged Pages

Complementing the gold of the leather cover's design is the gilt edging of every side of every page.

#### Beautifully Illustrated Books

Each volume of "The Greatest Books Eyer Written" will be beautifully illustrated. In most cases, specially commissioned art from noted illustrators will be created to impressively complement the specific book. In others, illustrations from the period of the literary masterpiece will be used to give the individual book an incomparable distinctiveness.

Whether it be finely detailed black and white etchings or dramatic full color paintings, the illustrations used in each book will be carefully selected to match the mood and meaning of the author's work.

#### Elegant In Every Way

As final touches of elegance, each book will have beautiful endsheets of the highest quality, contain a bound-in ribbon page marker and be bound with a "hubbed" spine that is used in only the finest books.

The result of all of this careful at-

it has become increasingly important to establish in each family something of true heirloom quality. There is no finer example of such a family treasure than this edition of the world's greatest books

#### A Truly Personal Library To beautifully identify each book as

To beautifully identify each book as part of your own private collection, a unique personalized nameplate will accompany every volume.

This plate is our certification, as the publisher of this edition, that each volume was issued expressly in your name.

#### The Acquisition Plan

The Easton Press edition of "The Gratest Books Ever Written" will be made available only by advance subscription. The books will not be available in bookstores, nor will they be offered through rare book dealers.



They will be made available only to

those who take advantage of the op-

portunity you now have before you.

ine leather sell for as much as \$50 to

\$75 per volume. However, you will be

pleased to learn the first year's vol-

umes in this collection will be priced

at only \$28.50. Future volumes will be

similarly priced subject only to minor

periodic adjustment to reflect varying

volume within 30 days for a full re-

fund of your purchase price. More-

over, you need purchase volumes only

as long as you choose to do so: you

may cancel your subscription at any

If you desire, you may return any

material costs.

time

Comparable books bound in genu-

To accept this invitation, you need only complete the Subscription Reservation below and return it to us with your payment for the first volume. This simple step is all that is necessary for you to begin building a private library of your own that is sure to be envied by all who see it, and treasured by all who see it, and treasured by all who see it, and treasured by all who see it.



tention to luxury and elegance is a collection of books that brings back memories of the great private libraries of the most discriminating families in days gone by.

#### Distinctly Different Volumes

Distinctiveness is the watchword of this private library. No two volumes are the same. The leather bindings will be of many colors and grains. The styles of type and illustration will vary. The design on each volume's cover will be different. Even the sizes of the books will vary.

#### A Most Important Family Heirloom

#### To acquire this edition of "The Greatest Books Ever Written" is to

Greatest Books Ever Written" is to establish a family treasure that will be enjoyed now and passed on from generation to generation. In today's world of impermanence,

in town, a morta or impermanence,

nandling, total paymen y \$31.83 to include sale onthly volumes to: BankAmericard G sayable to The Easton l	ood Thru
y \$31.83 to include sale onthly volumes to: BankAmericard G	ood Thru
y \$31.83 to include sale onthly volumes to: BankAmericard G	ood Thru
y \$31.83 to include sale onthly volumes to: BankAmericard	es tax.
y \$31.83 to include sale	
me is enclosed at \$28.5	
name. Further volumes arn any volume within I my subscription at a	s will be sent at the rate n 30 days for a full re- ny time.
	RESERVATION
	ne of "The Greatest Bo name. Further volume arn any volume withi I my subscription at a

Print your name in the space above exactly as you would like it to be shown on your personalized nameplate in each book.

A-43

Weekends were made for Michelob.



# How to take advantage of today's stock market



Just published!
New issue shows which stocks
to buy—right now.

Free 16-page report gives fresh facts and figures to help you map out your investment strategy for the months ahead. Includes:

#### 18 attractive buys in stocks.

Not just the traditional blue chips. But exceptional values in over-the-counter stocks. And stocks that offer generous current dividends and potential for longterm capital appreciation.

#### A way to get extra income from your stocks.

An introduction to writing options—a technique that could mean extra income from stocks that you already own. Explains how options work, tells how you can get started. Prospectuses are available on request.

#### Investment alternatives.

An in-depth look at exceptional values in corporate bonds. Tax-free municipals. Plus unit investment trusts (a way to get income monthly).

Mail to: Merrill Ly	rnch Service Center, Box 70	
Name	t report about today's uncom	mon values in common stocks.
Address		
City	State	Zip
Home Phone	Business Ph	one
Merrill Lynch customers.	please give name and office a	ddress of Account Executive



**Merrill Lynch Pierce Fenner & Smith Inc.** 



#### **AMERICAN NOTES**

#### Now, the Ford Doctrine

For more than 150 years the U.S. Monroe Doctrine barring European powers from meddling in Latin America guided U.S. foreign policy in the Southern Hemisphere. In recent times the doctrine has grown dusty; no one in Europe was interested in Latin America. Last week President Ford uncorked a new version of the old policy, enunciating what might be called the Ford Doctrine. Angry over Premier Fidel Castro's decision last December to dispatch Cuban troops to Angola, Ford denounced Castro as an "international outlaw" before a group of Cubans in Miami just about to receive their U.S. citizenship (and thus become potential voters). and said that the U.S. would take "appropriate action" against Castro if he intervened anywhere in the Western Hemisphere.

Ford left undefined what appropriate action he meant. In one sense, he appeared to be simply reaffirming the U.S. commitment to the hemisphere's senior defense treaty, the Rio Pact. But it also appears that Ford was declaring what Secretary of State Kissinger had been telling Latin American leaders privately last month on his tour of the Latin nations: that the U.S., with the support of key Latin nations, would move against Cuban military intervention anywhere in the hemisphere. In any event, all putative Administration notions of further normalizing relations with Cuba are now in the deep-freeze.

#### Thinking Small

The legislators of Virginia, whose forebears once led the debates over American independence more than 200 years ago, today face another issue of great moment: whether to designate the state's official insect as the praying mantis, which the state's house of delegates has championed, or as the swallowtail butterfly, which the state senate has boosted. The question came to the fore last fall, when the fifth- and sixth-graders at the Arlington, Va., Long Branch Elementary School did some research on both the butterfly and the mantis and found the mantis, which has a reputation for ferocity because the female eats the male after mating, to be more socially useful. The youngsters then organized their own bus trip to Virginia's capital, Richmond, after the state senate adopted the butterfly. Appearing be-

fore the Virginia house of delegates. which was still in debate on the issue, Fifth-Grader John Meyers, aged 10, proclaimed: "The praying mantis is a noble insect, defending mankind from other predators," The mantis, the Arlington students explained to the Virginia legislators, eats bugs that destroy the corn. peanuts and tobacco of Virginia, while the butterfly in the caterpillar stage ravishes peach-tree leaves, cabbages and tobacco plants. The house of delegates, undaunted by the fact that the species of mantis indigenous to Virginia is called the "Carolina Mantis." was so persuaded that it voted 50 to 37 for the mantis

DAAVING CI A TIA VINA MANUS

DRAWING OF A PRAYING MANTIS
A momentous question of insects.

as the state insect. The matter now awaits final action by a house-senate conference committee, allowing the students, at least for the moment, to get a little buggy over their victory.

#### Slammer Nuptials

"Get me to the prison on time" is the latest refinin in California's twelve penal institutions. Since last October, when the California state legislature passed a statute restoring numerous civil rights to felons, including the right to marry, the wedding bells have been 1975, some 177 prisoners, or about 1% of state immates, tied the knot. Slamer marriage ceremonies, usually per-mer marriage ceremonies, usually per-

formed by prison chaplains or county officials, are maintaining roughly this same pace in the early months of 1976. Weddings are open to all prisoners, even the "lifers."

One reason for the increased tempo of marriages apparently is that inmates can then qualify for conjugal family visits, a practice inaugurated in California in 1968. This arrangement allows prisoners to use special prison housing units for trysts of up to 48 hours with spouses on the average of once every three months. Explains Department of Corrections Spokesman Philip Guthrie: "Our philosophy is now one of trying to make prison inmates responsible for their own decisions. It's also a reasonable speculation that it reduces tension behind the walls. But speculation is all it is. We don't have any evidence.

Last week Inmate Robert Bratton, 7, a welder serving ten years to life in San Quentin for armed robbery, happily married a 27-year-old outsider, Karen Toombs. Bratton and his wife were allowed a 19-hour honeymoon in the family housing unit. Said Bratton: "I think it a great idea. It gives a man a result of the service of the service of the service of the low forward to lime; it's something to look forward to."

#### Takina Semantic Cover

The Administration policy of détente with the Soviet Union is under increasing fire as the political season advances, so last week President Ford decided to provide a little semantic cover: he dropped the word. It was not Republican coinage anyway. The French noun crept into common usage among Western European diplomats in the '60s to describe a relaxation in tension between East and West. Henry Kissinger deliberately avoided using the word for several years because he felt it smacked of sentimentality (the literal French meaning of détente is relaxation or easing) and was also associated with West German Prime Minister Willy Brandt's opening-to-the-East Ostpolitik, to which Kissinger was cool.

However, after President Nison's summit meeting with Brezhnev in 1972, the U.S. press latched onto detente and soon both Kissinger and Nison were using the word as shorthand to sum up U.S.-Soviet relations. Now, in face of critics like Ronald Reagan, who charge that deterne means unilateral concested that the control of the control of



SCOOP JACKSON WHIPS UP HIS SUPPORTERS AT A RALLY IN BOSTON BEFORE HIS VICTORY IN THE MASSACHUSETTS PRIMARY

#### THE PRIMARIES

#### **Jackson Achieves a Critical Mass**

With no hope for a quick knockout. the four leading Democratic candidates for President settled down last week for a long and bruising slugfest. Jimmy Carter, Henry Jackson and George Wallace were tirelessly crisscrossing Florida for this week's primary; Morris Udall was gamely trying to pull together the party's liberals before his next major outings on April 6 in New York and Wisconsin. Thus for the moment the candidates were still hoping to win the fight on points by picking up enough delegates in the party's caucuses and primaries to gain an overwhelming advantage at the convention in July.

The slogging strategy-a political war of attrition-was forced on the candidates by the opening primaries, especially last week's contest in Massachusetts, which demonstrated that no candidate is likely to run away with the nomination. Indeed, Jackson's victory in Massachusetts only further muddled the picture and reinforced the view that the race will be hard, complex and fragmented. Long written off by many Democratic leaders as a lackluster, "can't win" campaigner, the Washington Senator stunned his rivals by getting 22.2% of the vote, thereby resurrecting himself as a major contender for the nomination. Behind him were Udall (18%). Wallace (17%) and Carter (14.2%). The outcome had other important consequences for all four

JACKSON. His win improved only slightly his position in Florida but greatly strengthened him in New York (which has 274 delegates), where he was already the front runner. He enthusiastically declared, "I am going to win in New York by more than a majority—it could be a landslide." Jackson also won about three-fourths of the vote at caucuses back home in Washington last week. He expects to do well in primaries in the big industrial states, particularly Pennsylvania (April 27), Michigan (May 18) and California (June 8).

UDALL TOGETHER WITH SECONDERS OF THE SECONDER

place finish in New Hampshire, his strong showing in Massachusetts made him the clear favorite among the liberals. As a result, Birch Bayh effectively dropped out of the race. The other liberal candidates-Fred Harris, Sargent Shriver and Milton Shapp-staved in the running for the present but no longer have realistic expectations of winning many delegates. Even though the liberals seemed to be coalescing around Udall, Idaho Senator Frank Church still planned to enter some of the later primaries, with the goal of picking up enough votes to become a force at the convention

WALLACE. He finished in Massachusetts about as well as he had predicted and was elated that he carried Boston, which he scorrfully calls "that citadel of Eastern liberalism." But his showing probably did not increase his already considerable strength in Florida. Moreover, he has yet to demonstrate that he work had been a support of the control of th

CARTER. He had expected to do better in Massachusetts, and his fourth place slowed the momentum he had gained by winning in New Hampshire. To recapture that forward thrust, he must run strongly against Wallace in Florida and Illinois, and in North Carolina on March 23. Carter's disappointment over Massachusetts was slightly



"Now we turn on the lights again, and—hul-lo, what's this—another?"

#### THE NATION

offset by his victory last week in Vermont. He received 46% of the vote, to 29% for Shriver, but the primary is not binding on the state's delegates.

The confusing results of the early maries enhanced the sideline strategy of Hubert Humphrey, who is staying out of the contests in the hope that the convention will be deadlocked and turn to him. Democratic National Chairman Robert Strauss regards a deadlocked convention as increasingly likely. To help prepare for it, he intends to name an ad hoc committee of brokers that will be drawn from a cross section of the party, including labor, blacks, women and officeholders. If no candidate emerges from the primaries with the 1.505 delegate votes needed to win the nomination, the committee will begin negotiating on a nominee even before the convention opens. Strauss believes the early start will forestall the televised spectacle of a prolonged deadlock that might turn off voters.

Rightward Shift: Thus learned last week from two high-ranking Democrats that Humphrey's chances of being the party's comproise nominee have been improved by an understanding he has reached with Jackson. The arrangement grew out of their high regard for each other. Explained one of the Democrats-Hubert will not try to stop Jackson, in turn, if Secop earl make it himself. he live to get Humphrey, morning the property of the party regulars, blue-collar Democrats and Jews. In addition, Humphrey could and Jews. In addition, Humphrey could a few size and Jews. In addition, Humphrey could



BAYH ANNOUNCING HIS WITHDRAWAL

#### A Moment of Charisma

Hundreds of cheering Bostonians presed forward in the overheated hotel ballroom to get a glimpse of the triumphant figure on the podium. Heads of girls kept bobbing up and down; butly men elbowed in for a handshake. The object of all the excitement, enjoying his moment of glory, was a rather short, dumpy man in a baggs suit. Struggling (Scoop) Jackson said. "This loyally is gonna carry us to victory in New York In July. In the meantime, well by jok up a little charisma." The crowd chanted. "Scoop' Scoop'."

For a moment, Jackson was what he has rarely been before: charismatic. It was the kind of transformation that political victory can work. For most of his long congressional career, Scoop has been a dutiful plodder, wooden and un-

JACKSON ANTIBUSING AD IN BOSTON

comfortable with crowds. He spoke in what was dubbed a "Movietone News voice"-a monotonous, stentorian delivery that politicians employed before public address systems were invented. But in Massachusetts, perhaps sensing victory early on, he began to unbend and even modulate his voice. Crowds became a challenge rather than a concern. When antibusing hecklers forced him off the podium at a Boston stop, he never lost his dignity and won the respect of opponents in the audience. Says his press secretary. Brian Corcoran: "He just got tired of reading that he was dull and decided to do something about it.

On the issues, Jackson has shrewdly and forcefully blended a conservatism on foreign affairs and many social questions with a traditional liberalism on economics and civil rights. The issue of détente is almost his own. He started complaining about a one-way street long before the phrase was picked up by his Democratic rivals. He combines a skepticism about the Soviet Union with pleas for an old-fashioned patriotism and an end to national self-deprecation. He declares: "We have got to put a stop to constantly turning the other cheek and letting the other side kick us all over the As a counterweight to Russia, he urges improved relations with China; he would open an embassy in Peking and reduce the embassy in Taiwan to a liaison office.

Jackson's stands are especially appealing to labor, the elderly and much of the Jewish population. No one is more hawkish in defense of Israel, and he drafted the bill prohibiting most-favored-nation status for the Soviet Union unless it permitted more of its citizens Russia refused to go along. A large percentage of the \$5 million in campaign funds that Jackson has collected to date is estimated to have come from Jewish sources.

Among the candidates, Jackson is second only to George Wallace in his opposition to involuntary busing. A bill he has recently introduced in the Senate calls for the establishment of three-judge courts to decide all busing cases. Before they order busing, the judges would have whether busing would lead to a further flight of whites, as it often has, thus reinforcing segregation. The bill would also authorize \$1\$ billion over the next two years for alternative methods of ending school segregation. Soys Jackson. The arm hanking it Cheer that I am against

Scoop believes the economy is the most important issue. "Jobs will be the centerpiece of the Jackson Administration," he asserts. He supports public works programs and other kinds of pump priming to ease unemployment. The Senator criticizes the Federal Reserve for its restrictive monetary policies, and the name Company to exceed the control of the Company of the Control of the C

Jackson's biggest obstacle to the nomination remains left-wing Democrats. They fear his hawkishness on defense and foreign policy: they have not forgiven him his staunch support of the Viet Nam War. Complains Jackson: "Their view of a liberal is one who cannot be hard and tough. Their liberal must never, never support a defense budget of any kind. When they find that I take a hard-nosed position on issues of freedom, which I have all my life, this sort of gets 'em. And when they're confronted with the fact that I have by any honest measurement, as good a liberal record on domestic issues as anyone, they are driven up the wall. So they have to stop this monstrosity Jackson." But the man whom liberals see as a "monstrosity" could become a leading candidate in a year when moderation seems the vogue.

### "I AM AGAINST BUSING"

Senator Scoop Jackson



The state of the s

14



HUMPHREY PONDERING IN WASHINGTON

win the backing of many other liberals who regard Jackson as too conservative on some issues.

Certainly no Democrat demonstratde in the early primaries that he can put together the broad coalition of voters needed to win the election in November. In Massachusetts, however, Jackson came closest, helped mostly by organized labor and a rightward shift among voters, particularly on race relations and social welfare issues.

Jackson ran well in almost every area except among blacks, who repudiated his stand against forced busing to desegregate schools; Georgia's Carter was strongest in black neighborhoods. Jackson was second to Wallace in Boston's most virulently antibusing wards, he was also second in the liberal—and heavily Jewish—suburbs, where Udall found his greatest strength. But the Washington Senator was first in such working-class cities as Springfield, Worcester and Malden, where voters were attracted by his hard line on detente, his opposition to busing and his support of national health hisurance.

Further. Jackson spent more money clabul 54 subjects of spent more money other candidate. Through door-to-door canvassing and telephoning, his workst, totaling some 2.500 paid staffers and volunteers, identified his supporters. On primary day the Jackson committee got out the vote by using cars and rented yellow school buses to transport some 15,000 voters to the polls, despite a severe ice storm. Cracked one Boston pol-

#### **Shooting from Left Center**

Surrounded by his wife "Tiger," his brother Stewart, two of his six children and former Special Prosecutor Archibald Cox, elated Arizona Congressman and inveterate Punster Morris (Mo) Udall told his cheering supporters at the Sheraton-Boston Hotel that "with the results here in Massachusetts, we've got mo-mentum." Indeed, after secondplace showings in New Hampshire and Massachusetts, the once obscure Representative and ex-pro basketball player now does have a strong surge of forward motion-at least among liberal Democrats. Senator Birch Bayh's followers in New York State, scene of Udall's next big primary on April 6, have already begun to coalesce around Udall's campaign. Says Ethan Geto, one of Bayh's New York leaders: "Based on some early soundings, the majority sentiment [among Bayh's delegate slates] so far is clearly for Mo Udall." Other liberals are planning to abandon Sargent Shriver and Senator Frank Church -due to enter the presidential race next week-to go with Udall. Having grabbed the liberal banner and proclaimed himself "the only horse to ride." Udall has already started to concentrate his efforts on wooing the minorities and the more conservative blue-collar and labor Democrats in New York

All this represents a sharp change from Udall's relatively lonely position in 1974. That was when he started out in 1974. That was when he started out pulsad from the House since James Garfield did it in 1880. Udall began campaigning around the country, mainly in the Northern primary states like York and Wisconsin. He badly flubbed his organizing of Jowa, the first caucus state, and virtually ignored the South. Still, his early start, unflagging drive and Southern of the South Still, his early start, unflagging drive and consumer organization. The backing of

Democratic intellectuals like Harvard Professor John Kenneth Galbraith, and many of the old McGovern-McCarthy liberal legions.

Udall comes from a highly political Arizona family, and he has won reelection seven times, with increasing majorities in a conservative state. No dogmatist in his views, he voted against repeal of the state right-to-work section of the Taft-Hartley Act in 1965 because his state fiercely favored the section-though today he says that as President, he would work for repeal. Just two weeks ago, he told a liberal Harvard Law School audience that he was against gun control. "I know I'm going to lose some of you on that one, but that's where I am." Then he added. "I don't claim total courage: I don't claim total wisdom." The hall exploded with applause.

Udall is undeniably liberal on the basic economic issues. He enthusiastically endorses Government-guaranteed full employment and is willing to accept inflation as a side effect of such a policy. He thinks jawboning industries and a wage-price board that "yells like hell when steel companies raise prices' would help keep inflation under control. He wants to federalize the welfare system and enact national health insurance. He believes in keeping the energy growth rate down to 2% a year to conserve resources, a proposal he made in June 1975. He wants to save the country's land from the ravages of strip mining and unrestrained exploitation of its resources by carefully developing coal and publicly owned fossil fuel. He proposes breaking up oil companies both vertically and horizontally

In foreign policy, he flatly opposes covert action by the CIA, though he does not mind "having spies in the Kremlin, in the P.L.O., and in the Portuguese

army. We need a professional C1A and we should give back its dignity. "He admires Pat Moynihan's tough approach to the Third World. He would focus foreign policy on a "few geographical areas that are important to our national interest and not get involved in brushfire wars." He advocates substantial cuts in the defense budget and wants a "lean and efficient" military.

Udall places most of his emphasis on restoring trust in American leadership. Polls during the Massachusetts primary rated him high among the voters 
on honesty and decency. But for all his 
attractive characteristics, he still faces 
mate at the University of Arizona recalls that whenever Udall, as captain of 
the college basketball team, "got his 
hands on the ball at center court, he'd 
shock." He's still playing he long shot 
hoping to sink his and win.

UDALL CAMPAIGNING IN MASSACHUSETTS



#### THE NATION

itician: "I'll be goddamned if George Wallace was not outbused

The next primary in a Northern industrial state will take place in Illinois on March 16. Unlike the Massachusetts primary, the Illinois delegate-selection race will be much more important than the separate preferential vote, commonly called the beauty contest. But the Democratic competition for 155 delegates stands to be inconclusive. Reason: nowhere on the ballot is the name of the most important Democrat in the election-Chicago Mayor Richard Dalev. His Honor, aiming to be a major broker at the convention, has filed slates of candidates committed to a favorite son. Senator Adlai Stevenson III. The Senator is not actively stumping, but so magic is his name in Illinois-and so great is Daley's clout-that Stevenson

servative voters and putting together the same kind of organization that brought him victory in the big old Bay State. . . .

Because of the attention given to the Democratic contest in Massachusetts. the Republican primary passed almost unnoticed. As expected, Gerald Ford soundly beat Ronald Reagan, with 62% of the vote. The victory helped swell the President's momentum in Florida, so dismaying Reagan that he sharply attacked Ford for the first time. At a news conference in Orlando, the Californian said he was not questioning Ford's "decency, honor and patriotism." But, Reagan charged, "Gerald Ford shown neither the vision nor the leadership necessary to halt and reverse the diplomatic and military decline of the U.S." A reporter asked Reagan if he

JACK FORD CAMPAIGNING FOR HIS FATHER AT THE UNIVERSITY OF ILLINOIS Strong organization and swelling momentum.

should pick up at least 90 delegates. whom the mayor will control.

Carter may well come in second. winning some 25 delegates, chiefly in three Northern congressional districts. Wallace can be expected to land a dozen or more delegates in blue-collar areas in the central part of the state and could get a handful in the Cook County suburbs, where race is an issue.

Serious Problem. Both Jackson and Udall are in effect sitting out Illinois and face the serious problem of keeping their campaigns moving forward in the weeks before April 6, the date of the New York and Wisconsin primaries. Udall will spend the time replenishing his treasury, which was sorely depleted in Massachusetts, and beefing up his campaign organization, particularly in New York. Jackson also will devote much of his time to New York, where he has spent months building strength among moderate and conwere violating his promise to abide by the G.O.P.'s "Eleventh Commandment" -thou shalt not smite thy fellow Republican. No. Reagan replied lamely, he was not hitting Ford personally, only his Administration's policies.

Next week Ford and Reagan will face each other again, in the Illinois primary. Because of the importance of the state to his campaign strategy, which requires his doing well in the early primaries, Reagan has stumped in Illinois for five days since the new year and plans to spend four more days there this week. Ford made his first campaign trip to Illinois last week, and he will return this week. In addition, he has made good use of Son Jack, who spent all last week politicking for his father on college campuses in the state.

Ford has some significant advantages over Reagan in the primary, most no tably his incumbency, the support of party regulars and a stronger organization. His state campaign chief, popular former Governor Richard Ogilvie. shrewdly got many well-known G.O.P. stars, including six Congressmen and one former Congressman, to run as Ford delegates. TIME's midwest bureau chief Benjamin W. Cate reported that by the estimate of party leaders. Ford as of last week stood to win at least 60 and Reagan 36 of the 96 Republican delegate seats up for grabs.

#### GOVERNORS

#### Savage Scrap in Illinois

"S.O.B." "Sissy." "Hypocrite."

These are just a sampling of the epithets that are being hurled back and forth between Democrats in one of the roughest gubernatorial campaigns in the gamy history of Illinois politics. Incumbent Dan Walker, 53, is stopping at almost nothing to keep his job in next week's party primary. Illinois Secretary of State Michael Howlett, 61, is match-

ing him blow for low blow. It is a classic confrontation. Walker, urbanely handsome and acerbically independent, is running for a second term against the venerable Democratic machine of Chicago Mayor Richard Daley. Howlett, folksy and wise-cracking. is running with machine support. The outcome will go a long way toward determining the political leadership of Illinois when Daley, 73, finally bows out. Indeed, Daley hand-picked Howlett to fight Walker, whom the mayor never liked and now despises because of his attacks on the machine. Boasts Howlett: Dick Daley has been a friend of mine for 30 years." Retorts Walker: "We're going to whip Boss Daley like he needs

to be whipped Ethnic Vote. In style, the two candidates could hardly be more different. A portly, genial, old-fashioned pol from Chicago, Howlett last year backslapped his way through 260 functions around the state; he is running at an even brisker pace this year. Though Walker is moving even faster, he is deceptively low-keved at factory gates and bowling alleys: "Need your vote. Don't forget. He is working hard to slice off some of Chicago's ethnic vote, which is usually safe for Daley's candidate. Walker charges that no member of the Polish community has been picked for any county office by the machine this year To cheers, he announces: "I'm tired of Polish jokes.

Walker might be stronger if he had not made such extravagant claims for himself. Says Congressman Abner Mikva, who has not endorsed either candidate: "When you blow your horn as often and as loud as Walker has, people start expecting a knight in shining armor." Walker indicated he would cut the state budget; instead, it increased from \$7.6 billion when he took office in

# A bill of rights for your body.

Your body is an environment. Right now it could use more

protection.

More protection against less-thanwell-made prescription medicines. Because the way a medicine is made can affect the way it'll act in your body.

You don't have too much reason to worry. Most companies making pharmaceuticals in this country do so with a high degree of quality control.

But while it pains us to say it, not

every company does so.

Member companies of the

Pharmaceutical Manufacturers Association have some solutions for that situation:

1. You ought to know that the manufacturer of your medicine is certified by the government. (That doesn't happen today.)

2. You ought to know

that the company is inspected every year. (That's not being done today.)

3. You ought to know that the Food and Drug Administration enforces its regulations on good manufacturing practices. (It doesn't have the wherewithal to do that now.)

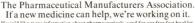
4. You ought to know that each manufacturer has to put its name

on its product labels. And, if possible, its mark on its tablets or capsules. (None of that is required today.)

We make these proposals because every company ought to make products as well as most of them do.

> We know the quality of drugs affects more than our industry.

It affects every body.



If you'd like more information about pharmaceuticals, send for our free fact booklet. Write us at Dept. TM-603, 1155 Fifteenth St., N.W., Washington, D.C. 20005.



# Spend a lazy afternoon where

It could be the most peaceful spot in Britain.

The Avon flows gently by. Swans bathe in sunlight. While Warwick Castle, a 14th-century fortress, towers majestically in the background.

See it now as Shakespeare saw it then. He lived nearby. Come to Britain and you'll dis-

cover a land of magnificent castles.

Blood-and-thunder castles like
Harlech where battles raged. And
warriors clashed.

Peaceful, serene, dreamlike castles like Bodiam where nary a shot was fired. Nor a sword raised.

Wild, rugged castles like Kenilworth where one can sense the glory of ages past. When knights gathered. And Crusaders rallied.

Royal, majestic castles like Edinburgh where monarchs reigned. And where you can still see the royal apartment of Mary, Queen of Scots.

#### So much for so little.

The British pound is currently at its best exchange rate in years. Your dollar goes a long, long way.

From seeing Anne Hathaway's

charming little cottage in Stratfordupon-Avon, 75¢. To Robbie Burns' thatched cottage in Alloway, 55¢.

From taking in the spectacular 900-year-old Tower of London, \$1.65. To taking in London's spectacular theatre; ticket, \$5.00.

From Blenheim Palace, birthplace of Churchill, \$1.50. To Caernarvon, birthplace of the first Prince of Wales in 1284, 60¢.

Or in this Bicentennial year, exploring Sulgrave Manor, George Washington's ancestral home, 654. Or Thetford in Norfolk, Thomas Paine's village.



## Shakespeare spent a lazy afternoon

Plus so much that is absolutely free, including: the National Gallery, the Houses of Parliament, the British Museum, the Changing of the Guard at Buckingham Palace, St. Paul's Cathedral and much, much more.

#### Fabulous vacation packages.

You can choose from a host of fabulous one-, two- and three-week vacation packages that include round-trip jet, hotel accommodations, breakfasts, sightseeing and more.

Some include theatre tickets. And others your own car with unlimited

mileage. The open road is yours. Some can show you around London. And others around the majestic countryside of England, Scotland and Wales.

Some are escorted. And on some you are on your own, going your own way. See your travel agent for details.

#### Free brochure.

Facts about wonderful vacations in Britain are in our free 64-page brochure. "Britain - The Great Experience." For your free copy, mail this coupon to the British Tourist Authority, Britain's National Tourist Office.

Box 4100, Gra	urist Authority and Central Station k, N.Y. 10017
Please send me	your free brochure: Great Experience."
Name	
Address	
City	
State	Zip
BRIT	AIN

IMPORTED INISH WHISEEY - 86 PROOF - CALVERT DIST, CO., N.Y.

# This St.Patrick's Day, try the whiskey recommended by Mother Machree, Rose of Killarney and MacNamara's Band!





lion for fiscal 1977. He pledged an immaculately clean government, but a huge Medicaid scandal has shaken his administration (TIME, Feb. 23). He said he would end patronage abuses, yet he has put many of his supporters on the public payroll.

his supporters on the pubgovernorwance
its payord.

The payord of the pubgovernor has offended almost for the pubgovernormal properties of the pubgo

Key Issue. Angriest of all are Walker's onetime ardent supporters, the liberal independents, who were largely responsible for elevating the little-known corporation lawyer to the governorship. They are enraged by what they consider his turn to the right. Rather than abolishing the death penalty as he pledged in 1972, he signed a bill establishing it for certain cases, for example the murder of a policeman. He excoriates "welfare cheaters." He boasts that he is the first Governor in 27 years to avoid raising taxes. As he sees it, this is the key issue of the campaign, Says Walker: "I believe in playing the odds with patience and waiting for that good hand-and then milking it for all it's worth.'

Howlett seemed to have the winning had—until last January. Then Chicago newspapers reported that he had been collecting \$15,000 a year as "vice president" of Sun Steel Co., a post that, in some written statements, he implied that he no longer held. When he was accused of lobbying for legislation helpful to the

nied the charge, but he resigned his post. On top of
that, he divulged that in
1974 he declared as personal income—and paid taxes
on—\$100,000 in political
contributions. He maintained that the money was
used to retire campaign
to some or all the funds
for his personal use. In Illinois, this

was legal in 1974 but of questionable propriety.

Probably no one is enjoying the bloodletting more than former U.S. Attorney James Thompson, who is likely to win the Republican primary. Whichever Democrat prevails in a race that is considered too close to call will then

considered too close to call will then have to face a tough fight against a popular crimebuster. By successfully prosecuting many politicians, "Big Jim" Thompson has damaged the Daley machine more than anyone else.

THE SENATE

#### Mansfield Steps Down

He is easily the Senate's coolest elder statesman. Genial, pipe-smoking Democrat Mike Mansfield, Montana Senator since 1953 and his party's majority leader since 1961, can be sharptongued when he needs to be. But in 15 years of Senate floor leadership-the longest tenure of any floor leader in the history of the upper chamber-he is legendary for almost never having lost his temper. Other majority leaders like Mansfield's predecessor, Lyndon Johnson, bullied, threatened and arm-twisted recalcitrant colleagues. The Montanan soothed, persuaded with calm reason and took the quiet way.

He changed the nature of the Senate. He virtually ended the parliamentary stranglehold of the filibuster, regularly forbidding Senators to engage in all-night attempts to break them. When a Democratic committee chairman wanted to steer a bill through floor debate, Mansfield graciously surrendered his front-row desk to the chairman. He consistently urged younger Senators to take the lead in proposing challenging

new legislation.

Finol Service. Last week Mansfield.
72, announced that he will not seek reelection this year. His voice quavering,
he said that his "final public service"
would be to retire and let the young leadership he fostered begin to work its own
changes on the Senate. With his wife of
43 years, Maureen, he may now return
to the University of Montana to teach
Far Eastern history—the very job he left
to enter politics in 1943.

Pennsylvania Senator Hugh Scott, the minority leader who, along with six other Senators, is also retiring this year, said in his reply: "I have never known a finer man." Virtually all of the Senate would agree.

Mansfield is proudest of his support for the 18-year-old's right to you, hainitiation of the Senate Watergate Commitea and his role in the formation of a select committee to investigate the Central Intelligence Agency. But he will be best remembered for the loose-reined openness he brought to the conduct of Senate business, and for his early, unrelenting opposition to the Viet Nam Was

The battle over who would succeed Mansfield was already joined last week. The Democratic whip, West Virginian Robert C. Byrd, has expressed interest in the leadership post, has expressed interest in the leadership post, has expressed will seek it. Minnestota's Hubert Humphrey might also land the job next January, should something more important down Pennsylvania Avenue not come his way. Ironically, Humphrey was the man whom the modest Mansfield had been also also the source was considered to the control of the country of the



#### TRIALS

#### The Plodder Scores Off the Idol

F. Lee Bailey may be the matinee idol of Patty Hearst's trial, outthinking, outtalking and very often outclassing U.S. Attorney James L. Browning Jr. But for all his forensic skills, the famed defense attorney has consistently lost important legal disputes to the plodding prosecutor. Last week Bailey once again suffered more defeats than he scored victories as Patty's case moved into its final

The legal sparring began with a clash between defense and prosecution over whether Judge Oliver J. Carter seemed to be in her own words. But the psychologist felt that Patty had not composed the belligerent "Tania tapes," in which Patty ridiculed her parents and Fiancé Steven Weed, declared that she had willingly taken part in the robbery of the Hibernia Bank branch in San Francisco and declared herself a revolutionary ("I have chosen to stay and fight"). After studying S.L.A. tapes and writings, Singer decided that these particular messages were probably read by Patty from scripts prepared by Angela Atwood, an S.L.A. ideologue fond vor on another matter: a defense demand that Patty's case be dismissed because the Government had withheld evidence that might help show the defendant's innocence of the charges against her. At issue were the photographs taken by the Hibernia Bank's security cameras, which clearly showed Patty taking part in the robbery. The defense claimed that the prosecution's reproductions of the pictures left out S.L.A. Member Camilla Hall, who, Patty's lawyers argued, was pointing her carbine at the defendant. Vernon Kipping, the FBI expert who made a movie out of the pictures, testified that the exclusion was "inadvertent." He added that Hall did not seem to be covering Patty but was aiming her gun at the teller's windows. New photographs, including Hall, were shown to the jury, but Judge Carter denied the defense's plea to dismiss the indictments.

Carter later ruled in Browning's fa-

Surprise Witness. With that, Bailey rested the defense of Patty Hearst, and Browning returned to the attack in his rebuttal. The prosecutor introduced a surprise witness: Zigurd Berzins, 32, an electronics technician and operator of the "Tweeter's n Woofer" stereo shop in San Francisco. Berzins said that he had been entering the Hibernia

Bank on the morning of April 15, 1974, when he heard a "metallic" noise behind him. Turning,

he saw a woman, armed with an M-1 carbine, kneeling on the pavement to pick up two ammunition clips and one or two cartridges. Seconds later, said Berzins, he was ordered by another woman robber to lie on the floor of the bank and never did get a good look at the person who dropped the bullets. By his own accounts, Berzins was so shaken by the incident that at one time he told the FBI the person was Patricia Soltysik and at another Nancy Ling Perry-both members of the S.L.A. It was when he saw Patty's picture in the newspapers, Berzins said, that he decided she had been the fumble-fingered handit

Berzins' testimony was important because it attacked Patty's credibility. upon which her entire case depends. She had told the jury that when she entered the bank she was not carrying any live rounds other than those that might have been in her gun.

In his cross-examination, Bailey tried to impugn Berzins, wondering sarcastically how the witness could even have been sure that the person who dropped and retrieved the ammunition had been female. Berzins said he was struck by the

hands and the length of the person's Asked Bailey quickly: "Then long

hair is a clue? "Yes, sir." "How long have you been in San

Francisco?" asked Bailey. There was a wave of derisive laugh-

should allow the jury to hear of bombast and complex phrasing, who was killed in the the testimony of Margaret

Singer, a Berkeley psychologist who is an expert at analyzing speech patterns. Bailey wanted Singer to tell the jury that Patty had been reciting her captors' words when she recorded some of her startling messages on tapes that were sent back from the underground world of the Symbion-

ese Liberation Army, Browning, in turn, argued that Singer's kind of testimony should not be heard because of a lack of both legal precedent and "sufficient scientific reliability. Simple Sentences. To help make

up his mind, Judge Carter excused the jury and heard Singer describe the conclusions that she had reached after spending some 24 hours speaking with and testing Patty, as well as examining her letters, school papers and a tape made prior to her kidnaping. The defendant, the witness noted, had a tendency to speak in simple declarative sentences and in the present tense. Singer said that Patty's first taped communiqués ("Mom, Dad, I'm O.K.") fiery Los Angeles shootout on May 17, 1974.

The eulogistic message sent by Tania after the holocaust sounded to Singer-because of its phrasing-as though it had been composed by Emily Harris. Singer also said that Emily and her husband William Harris had concocted

portions of the "Tania interview," a lengthy question-and-answer manuscript that the trio had been preparing for use in a book about the S.L.A. During the interview, Patty called her parents "rich pigs" and told how, far from being forced to join the S.L.A., she had actually had to persuade some of the terrorists to accept her. ("After only a couple of weeks I started to feel sympathetic with the S.L.A.")

When Singer finished, Judge Carter agreed with Browning that she should not be allowed to relate her findings to the jury. Said he: "This is a field which has never been accepted before as a subject on which expert testimony can be given.



With the world's oil and gas running low, where can we turn for energy? To coal? To uranium? What else? What energy sources offer the greatest near-term promise, the fewest problems?

Coal is already our leading source of electrical energy. Fortunately, it is abundant, readily available. We are researching ways to liquely and gasily it affordably, to power cars, heat homes. True, burning coal an name and surface mines can disrupt the land, can pollute our streams. But we are solving these problems, More complete solutions are being researched.

Meanwhile, some people see uranium as our most promising fuel. Nuclear plants do not pollute the air. They produce no noxious odors. The sites are clean. They have the potential to yield enormous energy from small quantities of fuel.

True, our nuclear history is short, the technology young, power awesome. But, present safety records are good, and safeguards elaborate. The risk so far seems acceptable.

We should continue to apply and improve our nuclear technology: developing breeder reactors that could insure centuries of energy from known fuel reserves. That could consume present fission wastes. Ultimately we may unlock the limitless energy of fusion.

But realizing full nuclear potential will take time—more time than the world's known supply of oil and gas will allow. So we must continue to refine our coal technology. To develop affordable petroleum substitutes. To make coal cleaner, less disruptive. To but time to research other energy forms: winds, tides, the sun, geothermal heat.

Coal may not be the ultimate solution. But it can keep things humming until that solution comes.

Caterpillar makes machines used in the development of energy, whatever the form.

There are no simple solutions. Only intelligent choices.



"Uranium power has great potential Let's perfect it."



ter from the packed courtroom, and someone shouted: "Right on!"

"You didn't see any breasts poking around the coat, did you?" asked the de-

fense attorney.

Replied Berzins: "I wasn't looking at the breasts."

Bailey wondered why Berzins had initially misidentified the person to the FBI. At first, said Berzins, he had been nervous, but "after I had some repose, then you get the final statement."

Bailey paused dramatically, then said quietly but with seething disgust: "Yeah"

Later. Bailey fought hard to prevent the prosecution from entering into evidence any of the 1,000 or so documents. notebooks and papers, including the Tania interview, that had been seized in the Harrises' apartment when they were arrested last Sept. 18. Bailey based his objection on a ruling the day before by Los Angeles Superior Court Judge Mark Brandler, who held that material taken from the apartment could not be used in the forthcoming state trial of the Harrises because it had been seized by FBI agents who had not obtained the necessary search warrant.\* Browning wanted to show the jury some of these materials, which covered the year before Patty was arrested, on the grounds that they indicated that she had actively cooperated with the S.L.A. in "casing banks" instead of having been, as she claimed, an unwilling captive of the ter-

Laundry List. After considering the matter, Carter issued a Solomomic decision that gave the larger share to Browning. The fact that the Harrises rights might have been violated by the FBF sactions had no bearing on Patry's case, Carter said, because she had no 'preleary or possessory interest' in the offendant had testified that she had never even visited the place.

Then Carter admitted into evidence a dozen pieces of evidence that the prosecutor had especially wanted to get before the jury. When asked by Browning about some of the items earlier in the trial. Patty had repeatedly cited her Fifth Amendment rights against self-incrimination 42 times in all, leaving some members of the jury visibly startled. The new material included notes in Patty's handwriting, so stipulated by Bailey, that seemed to be cryptic references to making a time bomb: the "toaster wire: 10 sec: timing device w/fuse; clock (set to minutes) or cigarette (wire in fuse). There were also more explicit and alarming comments: "place for 'switch' car to be (just in case); lookout signal; meet to talk about shooting.

Another exhibit, bearing Patty's fin-

\*The Harrises are accused of kidnaping, armed robbery and assault with a deadly weapon—all charges stemming from events that began with a shoplifting melee at Mel's Sporting Goods store near Los Angeles on May 16, 1974. Patty is charged with the same crimes.

gerprints although not her handwriting was a neatly typed outline that Browning characterized as "a laundry list" of how to rob a bank. The steep-by-step tips cautioned that planning the getaway could be tricky. "The first plan for the route isn't always the best." The palan for the route isn't always the best. "The palan for the route isn't always the best." The grant called for a "final dry run, and a last-minute check of "weapons, amunication should be the steep of the document was a warning.

"Expect the unexpected."
Carter said he would admit the manual because it did not refer to any specific operation. But he turned down
Browning's efforts to enter another document on the grounds that it was much

JUDGE CARTER LEAVING HOUSE WHERE PATTY WAS HELD
Afraid of raising the flag of homicide.

too specific. The disputed item was a rough diagram of the floor plan of a North Sacramento branch of the Bank of America. The single sheet of paper carried a handwritten note by Patty: "saw 7 employees: 5 women & 2 men (1 young & nervous. Manager is fat & Black)."

Although the bank was never trobbed by the SL.a. Judge Carter ruled that the document should be kept out of the trial because in could be prejudicial to the trial because in could be prejudicial to ling bells. In the minds of the juros, reminding them of a bank robbety that did occur. Long before the jury was sequested for Patty's trial, the press had reported that a grand jury was investigation on the Crocket National Bank in Carmichael. a Sacramento suburt, on April 21. 1975. During the robbery, one woman

was killed. Said Carter: "If you talk about banks in the Sacramento area, it seems to me it is raising the flag of the homicide question." And that, he felt, might unfairly harm Patty's case in the

minds of the jurors.

Trying to show that Patty had not lived in constant fear of the Harrises, as she claimed, Browning put on the stand Ronald Furgerson, an FIH cryptology expert, who testified about a communications system used by the S.L.A. that was found in her handbag on the day of her arrest. The data, written in code on a card, gave the numbers of public telephones in the San Francisco area. A similar card was found on William

Harris when he was arrestaed. Browning argued that the Harrises would never have given Patty such secrets unless they trusted her. The code was dismissed by Associate Defense Counsel Albert Johnson as "the kind that would be used by Captain Midnight," but it took Furgerson two weeks

Bitter Clash, Browning then called Dr. Joel Fort, a San Francisco practitioner in mental health. The prosecution hoped that he would offset the eminent defense psychiatrists, who supported Bailey's contention that Patty had been coerced by the S.L.A. into helping to rob the bank. An eye-catching figure with a shaved head. Fort clashed bitterly with Bailey; at one point, the two accused each other of lying. Fort testified that he had interviewed Patty for 15 hours, studied documents on the case for some 300 hours, and even spent an hour in one of the closets where the defendant was kept. Browning then asked

Fort his views on the key question of the trial: "Did the defendant participate in the bank robbery because she was in fear of her life or grave bodily injury from the S.L.A.?"

"No," replied Fort, and Bailey leaped to his feet, objecting strenuously that the witness was trying to give the jurors his opinion on "the ultimate issue

Judge Carter said he would consider Balley's point over the weekend, and shortly afterward recessed the trial. This week the prosecution is scheduled to call Dr. Harry Kozol. a Massachusetts pysichatirsit, to back up its claims that Patty was not a terrified captive of the S.L.A. Some time late this week, the seven women and five men in the jury are expected to get the case and settle down and the control of the S.L.A. on the morning of the robbery—or its lying today of the robbery—or its lying today.



SECRETARY OF STATE HENRY KISSINGER: TOPIC OF DIPLOMATIC CONVERSATION, SUBJECT OF POLITICAL DEBATE

THE WORLD

DIPLOMACY

### A Growing U.S.—and Global—Concern

American presidential elections are abays unnerving to policymakers outside the U.S. With as many as a dozen candidates stumping America, boldly attacking this position or proudly defending that one, observers abroad see American foreign policy as falling into This year the problem is compounded by what has come to be known in Washington and in chancelleries abroad as "the Kissinger problem" (see box opposite). Among the signs:

▶ The Administration is bogging down in obtaining a SALT II agreement with the Soviets. Sharp differences over arms limitations exist, not only between Washington and Moscow but also between the State Department and the Pentagon. Some presidential advisers side with the military because they fear a new SALT agreement might be an election-year liability. Secretary of State Henry Kissinger insists that the Joint Chiefs ought to support him on SALT, if for no other reason than that an agreement would give them the cruise missiles they want. Some military men do support him, but for a different reason. They argue that an agreement would slow the arms race: without such a slowdown, they add, Moscow would win an all-out race, given the present U.S. mood on defense spending.

 Détente, a term that Kissinger did not introduce and never particularly liked, has become a political liability.
 President Ford intends to drop détente

from his lexicon. "It's only a word," the President said last week. "I don't think it is applicable any more." The word may not be applicable—or politically safe—but the notion of working to reduce the risk of a U.S. Soviet confrontation is certainly important. Yet Kissinger is being placed for gerieve confrontation is certainly important. Yet Kissinger is being placed for gerieve confrontation is certainly important. The thing is supported to the properties of the confront of the reach agreements.

Sino-American relations, which

► Sino-American relations, which Kissinger did much to restore after a 23year break, have gone from sweet to sour. Some diplomats insist that Richard Nixon's invitation from Peking was designed not only as an honor for the ex-President but also as a slap at Kissinger for appeasing the Russians.

▶ In the Middle East, following last year's Sinal disengagement between Egypt and Israel, there appear to be no men options for solving the more dangerous problems of the Golan Heights of the Go

▶ In Western Europe, there is restiment over strident U.S. opposition to the growing successes of Communist parties in the West (see ESSAY page 38). ▶ U.S. African policy, in the aftermath of Angola, has been called nonpolicy. The U.S., with no diplomatic options after the Portuguese withdrawal, could only try—and fail—to match Sovict aid with covert help to two Angolan factions.

• In Latin America, a rare Kissinger visit to Washington's most neglected allies produced little more than a U.S.-Brazilian agreement to hold semiannual bilateral consultations. Brazil's neighbors are nervous about what that means. In view of Brazil's autocratic regime and documented stories of political torture, the other Latin states were astounded by Kissinger's pean to Brazilia for its "concern for human dignity and for the basic values of man."

Nor are foreign statesmen alone in their criticism of the American Secretary of State. Especially since the New Hampshire primary, "the Kissinger problem" has surfaced in every White House campaign strategy session. Some politicians are trying to make the Secretary a major issue-too much power. too easy with the Russians. What was unthinkable a few months ago is now a vaporous but emerging thought: foreign policy, détente, SALT, or however one wishes to describe the American attitude toward the outside world, could be distorted so grotesquely by the political struggle that Kissinger indeed might be allowed to resign

If critics like Ronald Reagan and Senator Henry Jackson stood alone, they might not be given much weight. But a lot of things are happening now to wor-

#### THE PRESIDENCY/HUGH SIDEY

#### Kissinger's Personal Plan

For a time a couple of years ago, Henry Kissinger pondered quitting. He would leave, marry Nancy and go off to Oxford for a civilized life. It did not all work out that way. There was Watergate. There were a few other things, like his love of power and his Boeing 707. (When asked if he would leave office, he recently jested with airborne reporters, "If any university offers me a plane like his one.")

But last December he came so close to giving up his job that only President Ford's personal urging stopped him Kissinger polled his closest associates, including Winston Lord and Larry Eagleburger at the State Department, Friends like David Bruce, Robert McNamara and Dean Rusk. Their counsel was split about filty-fifty. Some said that he was needed. Others said he would become an issue in the election year, hurting the country and damaging himself.

Even then, Kissinger had some sense of what was to happen to him. The catharsis from Viet Nam would continue, he calculated, coming to rest on him, the one man from those

dark days still in high power. And then, Kissinger told his patient listeners, the American people would probably wake up with the spring flowers to see what he and some others had long known: the power of the Soviet Union was drawing abreast of the U.S.'s—a profound shock after a quarter-century of overwhelming superiority.

Kissinger, however, is a very practical man and he has a contingency plan. He has talked it over in bits and pieces for some time with the President. At the start of 1976, so that there was no misunderstanding He understood, he told the President, that events could make it necessary for him to resign to prevent Ford's political defeat, Kissinger was ready and willing on signal. And he would do it so that it would not impair the continuity of America's foreign policy. Just what signal Ford would give Kissinger is a greater secret than what the Secretary talks about in the Kremlin. But the understanding between President and Secretary is complete.

If the attacks on Kissinger had happened three years ago, he has confided to his closest friends, he is not at all sure he could have taken it. He is a tougher man today. He has seen a President leave office, the Viet Vam War fail, he U.S. retreat from foreign obligations. Sometimes late at night when he is mellow he chuckles that he may be the only disciple of lown, a double irony since critics like Senator Henry Jackson accuse him of being too soft on the Soviets.

Howard ("Bo") Callaway, head of Ford's campaign, has urged the President to distance himself from Kissinger, and to tell him to lower his voice for the primary season. Kissinger head some of the talk played back in gossipy Washington. He asked Callaway over to chat about the problem. Bo explained his "distance" theory. Henry countered that Presidents were not credited with leadership by being distant from their Secretaries; they were either leaders or they were not.

But while the political criticism has been raging in the outside world, there has been a singular consolidation of strength in the foreign-policy establishment. The Kissinger files bulge with letters from men of position, foreign and domestic, who say that Henry must stay even though he may be bruised. His achievements are recognized in their world, if not in the political campiagn, they insist. Those few experts who suggest that he resign argue that he should do so to avoid increasingly severe personal attacks.

One who would have him stay is Nelson Rockefeller. He and Kissinger share a view of U.S. pre-eminence that is considered old-fashioned by some of the measures now applied in Washington. They talk about their political fortunes very often, the two getting perhaps their most important personal support from each other.

Kissinger also draws much support from the fraternity of those who know the price that power demands from its practitioners. The other night he had a dinner for a few power wieders, including Huber Humphrey and Jacob Javiss. There was an undercurrent of sympathy for Kissinger's visit here was an undercurrent of sympathy for Kissinger's wist. There was an undercurrent of sympathy for Kissinger's wist. There was an undercurrent of sympathy for Kissinger's water, and the supporter, and in the issues that placed him in it. Several days ago, he breakfasted with Barry Goldwater, another supporter, and in the aerie of the State Department they pondered the strange equation of Richard Nixon off in China. a journey that both felt would do that



shattered man far more harm than good. Kissinger talks often and easily with Kay Graham, whose Washington Post prods him every day. She is a source of reassurance. He also keeps up his links with Harvard, drawing advice on disarmament and other policy, although his enthusiasm for

Josy, triumphs, mistakes, sorrows—he has known plenty of all of these. His remains a long journey in a dangerous world. But for all the changes that Kissinger has seen and helped bring about, he is in some respects personally unchanged. His compelling mission still is to try to hold off nuchanged. His compelling mission still is to try to hold off nuchanged. His compelling mission still is to try to hold off nuchanged with the proposed proposed to the proposed proposed to the proposed proposed to the proposed p

TIME, MARCH 15, 1976 25

#### THE WORLD

ry Americans-and friends of the U.S.: the melancholy warnings of Alexander Solzhenitsyn, new statistics showing the Soviets ahead in many areas of military strength, the Angolan debacle. For all of Gerald Ford's growing stature as a leader, foreign policy is still seen by many as Kissinger's creation.

"It is difficult today to carry on any discussion on a major problem of foreign policy," a senior British diplomat said last week, "that does not turn into a discussion about Kissinger." Quite a few diplomats obviously agree with former Israeli Premier Golda Meir, who quotes an old Hebrew saying: "Respect

him but suspect him

Kissinger is losing respect for the very reason he gained it in the first place. In three years as Secretary of State, he has totally personalized policy: he has been shuttle negotiator, congressional liaison. White House adviser and global operations chief-as well as policymaker. As long as it accomplished results. this virtuoso solo performance drew raves. Now results are harder to come by and the applause is dwindling.

Nowhere is this more obvious than in the Middle East, where Kissinger has been creative. But success depended upon momentum, and Kissinger is losing that. Moreover, he is likely to come under fresh fire as a result of two new studies of his shuttle diplomacy. Not only may there have been secret agreements with Sadat, but the new material indicates that both Nixon and Ford promised Egypt a return to pre-1967 Sinai borders, with a "substantial" return of territory as well for both Syria and

Poor Relations. To regain momentum. Kissinger and Ford are planning

Middle East visits this spring. Kissinger is also urging the Israelis to consider new talks aimed at securing a pledge of nonbelligerency from Sadat. For Egypt, he has announced the proposed sale of U.S. arms to replace Soviet equipment no longer available. So far, only six C-130 transport planes worth \$39 million are included, but Kissinger hopes to provide more than that for Egypt. As Defense Secretary Donald Rumsfeld said last week, "I wouldn't be surprised to find a

rifle or two on the list." But such arms deliveries may have trouble getting by a tough "Israel lobby" in Congress, especially since Israeli Premier Yitzhak Rabin promised that his government would oppose them.

The foreign policy problem has been deepened by poor relations between Kissinger and Capitol Hill. After the Cyprus crisis, Congress blocked military aid to the Turks-who then closed down 28 U.S. installations. In Angola, Congress rejected Kissinger's argument that the Soviet-Cuban initiative there called for a U.S. response. Kissinger's negotiations over the Panama Canal may be ruined by a jingoistic bloc on the

Elections supposedly revitalize machinery of government, including foreign policy, and such controversies ought to be the basis of a fruitful giveand-take. Unfortunately, but perhaps inevitably, the debate seems more likely to center around Kissinger the man. Fascinating as this may be, it does not help much to frame a sound discussion of foreign policy at a difficult moment.

#### The Stuff of Shuttle Diplomacy

Henry Kissinger might well ponder the truism: it never rains, it pours. As i) he did not face enough criticism, he will soon have to cope with two acid-etched studies of his Middle East shuttle diplomacy. One is The Arabs, Israelis and Kissinger by Edward R.F. Sheehan, excerpts from which will appear this week in the quarterly magazine Foreign Policy; Sheehan is a freelance writer and former State Department press officer who conducts Middle East seminars at Harvard's Center for International Affairs. The other is The Secret Conversations of Henry Kissinger by Israeli Journalist Matti Golan, which will be published in KISSINGER & EGYPTIAN PRESIDENT ANWAR SADAT EMBRACING NEAR ALEXANDRIA (1974)

the U.S. next week; Golan's book was banned by Israeli military censors for revealing military secrets, but the ban was inexplicably lifted. A sampler from their reports:

#### SHEEHAN

A Pair of Foxes: "Kissinger was touched at once by [Egyptian President Anwarl Sadat's urbanity and charm [during their first meeting in 1973]; Sadat liked Kissinger's incisiveness, so refreshing after the naiveté of IU.S. Secretary of State Williaml Rogers. However, the reports of their instant romance (soon to be dramatized by their public kissing) have been exaggerated. Essentially we glimpse a pair of foxes exchanging oaths of confidence, each of them intent on wielding the other for his own nurpose.

Lecherous Pleasantries: "Typically. Kissinger began [his first meeting with Syria's President Hafez Assad] by being funny. Through the interpreter he said, 'I should teach you English, Mr. President. You'll be the first Arab leader to speak English with a German accent. Did you meet Mr. Sisco [Under Secretary Joseph J. Sisco, who is about to resign]? I had to bring him with me -if I left him in Washington he might mount a coup d'état.' Assad laughed. Kissinger assumed that the Syrians, like other Arabs, were intrigued by his success with women, so he talked about women and repeated some lecherous pleasantries.

Capsule Appraisals: "In conference with the Israelis. Kissinger contrasted Sadat and Assad: 'Sadat has a fixed determination to overcome obstacles and move toward peace. He makes big moves and breaks impasses. With Assad, each issue when you get to it becomes major, and you have to bargain over every point. It's so time consuming! Sadat makes command decisions. Assad had his lieutenants there, and I had to convince them too.' In describing Assad, Kissinger was also describing the Israelis to themselves.

Miss Israel: As for Golda Meir, Assad told Sheehan that " 'one of the weaknesses I discovered in Dr. Kissinger was his special love of that woman. It struck me as strange that this university professor and Secretary of State was unable to conceal such a furious affection. And for your information, he used





## **UPWARD MOBILITY FOR THE** WHOLE FAMILY...THE LIVELY DATSUN 710.

Would your family like to move up in the world?

We say more power to you - the power of a responsive 2000cc overhead cam engine that's made this family-size Datsun 710 National SCCA racing champ 2 years in a row

But upward mobility requires more than power. You need social graces, like this Datsun's wall-towall nylon carpeting,

> seats and custom instrumentation. How about a pedigree? Datsun has a back ground of more than 40 years building

today's size cars. Of course a family's future is important, too, and Datsun takes care of that with a solid. unibody construction that's put together to stay together for years to come. Down the road, you can count on nearly 4,000 factory-trained

service technicians coast-to-coast to service vour car wherever and whenever necessary.

Maybe some saving graces are in order. How about these: 33 MPG on the highway and 23 in the city. (Those are EPA mileage estimates with man-

ual transmission.

Your MPG may be more or less depending on the condition of your car and how you drive. California figures may vary slightly.)

Why not take the whole family out to visit a Datsun dealer now? Size up all the 710 models - 2- and 4-Door Sedans, the 5-Door Wagon and the

sporty Hardtop. You'll find yourself moving up in the world-fast.

America's #1 Selling Import.

# Why smoke Now?

If you're a smoker who has been thinking about 'tar' and nicotine, here's why you might consider smoking Now.

Now It was developed to fill a contemporary demand. And it succeeds as no other cigarette ever has.

Now is lowest in 'tar' and nicotine of all cigarettes. It comes in both filter and menthol. Now also gives you real smoking satisfaction. The flavor is mild and pleasant.

Now draws free and easy for a cigarette so low in 'tar' and nicotine.

Now has a unique specially designed filter that makes all this possible for the first time.

When is a good time to switch to Now?

There's no better time than right now.

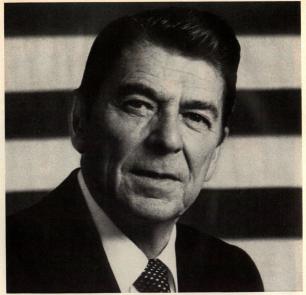


2 mg. 'tar,' 2 mg. nicot

Now. The lowest 'tar' of all cigarettes.

@1976-RJ. REYNOLDS TORACCO CO

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



"I think the people of this country today want more than anything else for government to get off their backs and out of their pockets.

"I can't promise any instant solutions to the problems that beset us, but I know this: those problems can be solved if government will have faith again in the people.

"We need a government that is confident not of what it can do for the people, but of what the people can do for themselves."

Ronald Reagan Rockford, Illinois January 12, 1976

Reagan. He'll provide the strong new leadership America needs.

Paid for by Citizens for Reagan. Senator Paul Laxalt, Chairman.



#### An axle that practically takes care of itself while it takes care of business.

That's Rockwell technology for you.

Our revolutionary new Rockwell Standard's SQHP\* tandem axis is designed and built to operate for up to 500,000 miles without major axis service . . and provide up to 1,000,000 miles of useful axis life.

Which means trucks equipped with these axles can stay on the road longer — keeping a steady stream of products rolling to home, business and industry.

That's typical of how Rockwell keeps finding new ways to Improve existing products improve existing products from the products. How do we do it? One way is by technology transfer. The expertise gained throughout our operations—Aerospace, Automotive, Consumer, Electronics and the products of the product of

The result? Rockwell's technology keeps making our down-to-earth products work harder — and better — for you.



where science gets down to business

uct to another

#### THE WORLD

to describe her as "Miss Israel," Henry's Revenge: "He was furious with the Israelis Iafter his March 1975 shuttle failed, and he took their refusal very personally—as having been direct ont only at the U.S. but above ell at him. For weeks after his return to Washington, Rissinger sulked and raged, castigating Israeli blindness to aides and vastions alike, compulsively telephonium to complain of Israel's intransigence. His much trumpted 'reassessment' of American policy in the Middle East was his revenge on Israel behavior."

#### GOLAN

A Matter of Protocol: "Kissinger Iduring negotiations on withdrawal in the Golan Heights] told [Israeli Defense Minister Moshel Dayan to make the map and threw it across the table at him He kept shouting, 'Write on the map whatever you want. I no longer care There was complete silence. Dayan did not touch the map lying in the middle of the table; he only looked straight ahead with his one penetrating eye. Just then an American security man entered the room with Kissinger's glasses, which he had left behind at the hotel. He marched directly to Kissinger and handed them over. The American Secretary left the security man's hand hanging in the air. He froze him with a stare and asked if the young man didn't know that there was a certain hierarchy. The security man was confused and did not know what to do. [U.S. Ambassador Kenneth] Keating, who was sitting at the end of the table, finally came to his aid by signaling him over. The glasses were given to Keating, then Sisco, who finally gave them to Kissinger. Protocol had been preserved. The Israelis exchanged shocked glances."

Leaks about Negotiations: "Ambassador ISimehal Dinitz delicately commented that many leaks were apparentity coming from the American delegation. Kissinger went wild. "You blame the Americans?" he asked incredulously. The journalists who accompanied him, he said, knew nothing except what he told them. And he only told them what served the negotiations."

The Disputed Telegram: "The telegram from President Ford [pressuring Israel to make further Sinai concessions! arrived just before Kissinger sat down with the Israeli negotiating team, and it turned the meeting into an icy confrontation. [Israeli Premier Yitzhak] Rabin told Kissinger that Israel would not accept dictation. He accused Kissinger of bringing in the President to pressure Israel. Kissinger claimed he had nothing to do with the presidential message. He said the Israelis seemed to think the President was a puppet whose strings were held by Kissinger. He said in disgust that if it were up to him, he would have given up. Rabin lit another cigarette, looked straight at Kissinger and said, 'I do not believe you.

#### SOVIET UNION

## Rubber-Stamping the Status Quo

Kremlinologists in the West have long speculated that Soviet Communist Boss Leonid Brezhnev would sing his swan song at this year's 25th Party Congress. Some swan song.

When the Congress concluded its eleven-day session in Moscow last week. Brezhnev, 69. appeared to be more secure than ever in his power. He was reappointed to the all-powerful Polithon and re-elected party General Secretary. While the collective leadership is certainly not dead. Brezhnev is indisputably primus inter pares. He gave a rive-hour keynote speech, belying speculation that he is incapacitated by ill-health. Throughout the Congress, he re-

absence, suggested U.S. analysts, is that Kosygin limited himself to economic matters. Noted a State Department Kremlinologist: "Previously, it never bothered Kosygin to speak on a wider range of issues, but this time he avoided poaching on any Brezhnev territory." Without a single dissent or abstent

tion, the 5.000 Soviet delegates to the Congress ratified the new five-year plan, tenth in the country's history. Running from 1976 through 1980, the plan aims to boost output by 38% to 42% a year in heavy industry, by 14% to 17% in agriculture. Consumer goods are to grow at 30% to 32%; this sector enjoyed priority over heavy industry during the ninth

plan, which ended in 1975 (TIME, March 1), but as Kosygin conceded, "Light industry and other industrial branches on which consumer goods depend have not yet lived up to requirements."

No Incentives. Kosygin tried to cushion the disappointing prospects for Russia's consumers by dramatizing the recent recession in the West. "The capitalist world has been in the grip of a grave economic crisis," he declared, "an organic disease of the capitalist system aggravated by the protracted militarization of the economy." This was resoundingly seconded by American Communist Party Boss Gus Hall, who described the economic situation in the U.S. as horribly bleak. Kosygin deftly skirted the chronic shortages plaguing the Soviet consumer. He blamed poor weather for last year's disastrous harvest that resulted in a 76-million-ton grain shortage. This forced Moscow to buy 35 million tons from the U.S. and other foreign suppliers. The Premier, of course, made no mention of Moscow's own massive militarization (expenditures totaled \$141 billion last year, v. \$94 billion for the U.S.)

year, v. \$94 billion for the U.S.).
Kosygins' prescription for his
country's economy was increased
reductivity based on "scientific and
technological progress and utmost
hift." Experience teaches, however,
that those words will prove empty unless
greater incentives are given to the Soviet
laborer for working harder and more
efficiently.

According to a U.S. analyst, the Kospin speech meant "a more-of-thesame approach, on a more realistic basis." There were a few changes the Polithor—Agriculture Minister Dmitry Polyonsky sam made a scapegoal for the dismal harvests, and was dropped didate members were promoted to full membership. But the aging Soviet leadership remains basically unchanged and will probably continue pursuing essentially the same policies.



"Modesty, spiritual beauty and charm."

ceived tributes surpassing anything that has been said about a Soviet leader since Joseph Stalin. Uzbekistan Party Secretary Sharaf R. Rashidov, for example, rhapsodized over his leader's "excessive modesty and brilliant talent, his spir-

itual beauty and personal charm.

In contrast, Premier Aldesic Kosy, in 71, seems to have slipped, although he too kept his Polithuro seat. His address on the economy ran only two hours, and, as he spoke, Brezhnev's chair on the dais was comprisously—only indicate that Brezhnevi indicate that Brezhnevi mended to rebuilt for the contrast of the seat of the contrast o

AFRICA

### The Countdown for Rhodesia

"The choice for the Europeans in Rhodesia is not between handing over and hanging on. It is between a chance of survival and certain suicide." That ominous warning from London's conservative Daily Mail was echoed in many Western and African ministries last week. But if Rhodesia's Prime Minister Ian Smith got the message, he failed to heed it. Instead, the embattled Smith clung more tenaciously than ever to his minority government (273,000 whites v. 5.8 million blacks). Meanwhile, an economic noose was tightening around the breakaway British colony, and there were ever louder alarms of a debilitating racial war between black- and whiteruled regimes that could engulf southern Africa. The possibility Rhodesia would become the cockpit of

MOZAMBICAN PRESIDENT MACHEL SPEAKING IN BEIRA



For a time last week, in fact, some Rhodesians thought that war had actually been declared. Charging Rhodesian with aggression against his country, Mozambique President Samora Machel told his 8.3 million people in a radio broadcast: 'Our country has been attacked and our people are being masterial told to the second of the property of the property

Machel ordered his country's porous, 800-mile border with Rhodesia closed and declared that he would begin "fully implementing" the United Nations-imposed international sanctions against Rhodesia. His government detained 18 Rhodesian trainmen caught

inside Mozambique's borders and seized a considerable amount of Rhodesian rolling stock as well as tons of tobacco, copper, chrome and asbestos awaiting shipment at Mozambican ports.

The immediate impetus for Machel's action was the growing conflict along the border between Rhodesian government forces and guerrillas of the Zimbabwe Liberation Army, which is dedicated to overthrowing Smith's regime by force. Only days before Machel's tough speech, Rhodesia had boasted of engaging in "hot pursuit" operations against the guerrillas-even though Machel had warned that such incursions into Mozambique's territory would be considered an act of war. According to Machel. Rhodesian iets strafed the border village of





Pafuri, killing seven Mozambican civilians and two soldiers. He said that Mozambique had shot down two of the planes, a claim Rhodesia did not deny.

Since launching Operation Hurricane in December 1972 to vipe out the guerrillas, the Rhodesian government says it has killed 786 rebels while losing 89 of its own troops. But the Zimbabwe forces, beefed up after three years of lowlevel and largely ineffective insurgency in northeastern Rhodesia, now have an estimated 10,000 fighters in Mozam-

bique and Tanzania.

Keenly Felt. The local civilian populations along both sides of the border have become victims of both government and guerrilla reprisals. Salisbury sha charged that Zimbabwe guerrillas have mutilated civilians suspected of being informers. There have also been reports of atrocities by Rhodesian forces against civilians.

against the time being, Smith's 1,2000 troops under arms, comprising regular, paramilitary police and reservists, will probably have filter trouble containing the guerrilla insurgency. But Rhodesia's diplomatic and economic isolation as a result of the Mozambique action will be keenly—and immediately—felt. The loss of an outlet to the Indian Ocean varialway links to the Mozambique ports of Beira and Mapato immensely arrailway links to the Mozambique ports of Beira and Mapato immensely outside world. Nearth 40° of Rhodesia's exports and imports moved along those and lines Alternate routes through

South Africa are already congested Whether Smith survives at all, in fact, may very well depend on South Africa's Prime Minister John Vorster, his old white-supremacist ally. Vorster is himself under increasing pressure to find an equitable solution to Pretoria's jurisdiction over the disputed territory of South West Africa (Namibia) and to assuage his own black majority. After Pretoria's military misadventure in Angola, South Africans are chary of being sucked into another no-win situation. Vorster's response to the "state of war" last week was cautious, and he carefully avoided taking sides. But South Africa's influential Financial Mail minced no words about what his course should be. The only way to stop the dangerous chain of events that threatened to drag South Africa into war, the magazine editorialized, was for Vorster to "put a gun to Smith's head: settle or quit.

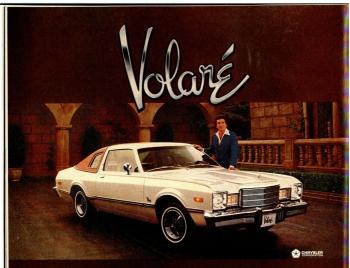
to the state of th

Through Lord Greenhill, its special

30



A famous American in Italy and around the world.



## The accent is on comfort.

We've created a new kind of small car. One that's truly comfortable. By engineering comfort into Volaré where comfort starts—in the suspension system.

#### Comfort that's built in, not added on.

The new system built into Volaré is called an Isolated Transverse Suspension (pat. pend.); an innovation in small car engineering.

It actually gives the small Volaré a smooth, comfortable ride like a big car.

We've made the comforting ride of Volaré even more enjoyable by giving you a broad expanse of glass, and a special noise-reducing system for quietness.

#### Big car ride, small car gas mileage.

The Volaré is very easy on gas According to E.P.A. estimated



mileage results. of all Volarés, the wagon did best—30 mpg on the highway, 18 in the city—equipped with 6-cylinder engine and manual transmission. Your actual mileage may differ depending on how and where you drive, the condition of your car and optional equipment:

## your car and optional equipment: And, here's "The Clincher."

For the first 12 months of use any Chrysler Corporation dealer will fix. without charge for parts and labor. any part of our 1976 passenger cars we supply (excepttires) which proves

defective in normal use. Regardless of mileage.

The owner is responsible for maintenance services such as changing filters and winer blades

changing filters and wiper blades.

And the regardless of mileage part is especially nice. Because this economical Volaré is one car you're going to love to drive.

#### The new small car from Plymouth.

\*In California, see your dealer for engine availability and mileage data for California equipped vehicles.

#### THE WORLD

envoy to Rhodesia, London has told Smith that if he would accept early black majority rule, Britain would 1) provide troops to protect whites and blacks alike during the transition period, and 2) underwrite the main financial cost of resettling Rhodesian Europeans in Britain and other Western countries. Although Smith now concedes that majority rule will have to come considerably sooner than he once envisaged ("not in my lifetime"), he still insists that an African majority government is 10 to 15 years off. That stubbornness prompted British Foreign Secretary James Callaghan to declare in exasperation last week: "Mr. Smith is his own man and will go his own way. But whether to heaven or perdition I am still not quite sure.

Lingering Hopes. The military assessment in Whitehall is that Smith has nine to twelve months at most before his regime is overwhelmed by a combined guerrilla war from surrounding African countries and a siege economy at home. "It's no longer the eleventh hour for Rhodesia but the 59th minute before Armageddon," said a British official in London. This view is based on the assumption that South Africa will not enter the war in force on the Rhodesian side, since such a move might trigger an Angola-scale Cuban intervention. At the moment, the British are resigned to the Cubans participating in a training and logistical role. But they do not think Fidel Castro's forces will engage in heavy combat as they did in Angola, unless Smith receives large reinforcements of South Africans or white mercenaries

Britain's greatest fear is that Smiti Mulaurch a pre-emptive strike against Mozambique, which has no air force. Rhodesia's Canberras, Hunters and Yampire attack aircraft would have litte trouble taking out guerrilla camps and breaking up concentrations of ground forces. The danger is that Mosoround forces. The danger is that Mosoround forces that and 21s against the Rhodesian heartland. That would mean the end of all lingering hopes for a peaceful solution of Rhodesia's future.



#### THE NETHERLANDS

## A Pink House Of Orange?

The Lockheed scandal may prove to be the worst thing to happen to the Dutch monarchy since Parliament took over effective governing power from King Willem II in 1848. More and more Dutchmen are wondering whether their much beloved Queen Juliana will abdicate in the wake of accusations that her husband, Prince Bernhard, took \$1.1 million from Lockheed to influence government decisions regarding the Starfighter jets used by the Dutch air force. Should that happen, the monarchy would fall to Juliana's daughter Beatrix, 38, and her husband, Prince Claus, 49

What troubles many Dutchmen is the Beatrix and Claus are well known for their leftist political leanings. In fact, some people in The Netherlands are worried about a concerted leftist effort to turn the royal House of Orange into a kind of House of Pink.

So far, the three-man commission chosen to investigate the charges against Bernhard, who denies them, has made no report. Few would be surprised if the commission neither confirmed nor denied the allegations. After some initial restraint, the leftist press is hitting the Prince hard. The most venomous attack to date came last week from Communist Journalist Wim Klinkenberg who charged that Bernhard had been a member of Hitler's SS. European gossip sheets have also been full of reports about his friendship with French Socialite Helène ("Poupette") Grinda, 32. There is no proof for any of these charges or innuendos.

Red Sergeant. A key anti-Bernhand propagandist is Willem Oltmans, a freelance journalist. Oltmans' chumminess with Soviet diplomats in The Hague has aroused the curiosity of The Netherlands' FBI, the BVD (Binnenlandse Veiligheidsdienst). Many believe that his anti-Bernhard allegations are part of a well-orchestrated program to swing

public opinion in favor of abdication. Said one Dutch official: "If the KGB is not behind the campaign, then at least they must be delighted in Moscow."

As for Prince Claus and Crown Princess Beatrix, they have been rather cozy with 50-viet Ambassader Analoty Romanova since their visit to the Soviet Union in 1972. Romanovi a regular guest at Drakestein (the couple's chiacus). German-born Couple's chiacus). German-born Field Prince Prince



-10. -

BEATRIX & CLAUS SKIING IN AUSTRIA

And a nonroyal friend named Romanov.

a foreign diplomat for his snide remarks about the Soviets' disastrous grain harvest. "Why," she said, "should one always emphasize the Soviet Union's shortcomings?"

son connings.

One way of revolding any immediate of the way of the way of the for Oren Juliana simply, to refuse to abdicate. Constitutionally, no one can force her out. In fact, some believe she will remain on the throne on matter what happens in the current crisis. Since the monarchy in Holland has no formal power, would even abdication make much difference? There is already an anti-NATO trend within the Labor Patry, which leads the governing cultiforn. Now, as one of Orange would perfectly suit the anti-Adantic lobby in the Dukthe povernment.

and Parliament."
Whatever happens in the long run, there is already widespread irritation over what many Dutch see as an effort by Moscow to turn the painful Bernhad affair to its advantage. Editorialized the conservative Telegranf at the end of last week: "Do the Russians want us to get rid of Prince Bernhard? Are they more enamored of Claus and the Control of the Soviet embassy: Keep your hands off our royal family and let the Dutch settle their own affairs."



MOURNERS JAM CATHEDRAL IN VITORIA FOR FUNERAL OF YOUNG MEN SLAIN BY POLICE

#### SPAIN

#### Death in the North

Not since Francisco Franco's death last November had the new regime of King Juan Carlos faced a grimmer spectucle of unrest than it did last week. The northern Basque province of Alava was vincial capital of Vitoria was completely shut down, and the industrial city's 180-000 inabitains seethed with bitterns. Riot police sent in by the national government had shot dead three young demonstrators outside one of Vitoria's wounded in the melee.

would be a second to the secon

Years of Frustration. Ine lever of protest in Vitoria had been building for two months. Like workers all across Spain, the city's laborers gave vent to years of frustration at leasing, striking workers met in Illegal assembly in the city's churches to air their demands for higher wages and their conviction that Madrid must yield more authority to local governments.

When some 5,000 workers descended on the big, modern church of San Francisco de Asis last week for just such a meeting, police ordered them to dis-

perse. They refused, and fris squads began lobbing lear gas and smoke bombs near—some say into—the church. In pains and anger, the retwod spilled out of windows and doors. The police shot into the crowd with small arms and machine guns; they contend that the workers statuked them. As news of the dead and wounded spread through ring down traffic lights, breaking shop windows and building barricades. The Vitoria crisis was just the new-

est of many problems besetting Juan Carlos. The four Basque provinces in Spain's north are home to an enduring separatist movement. Similar regional discontent is brewing in Catalonia, where demonstrations last month paralyzed Barcelona on two successive Sundays and hastened the King's planned visit to the area. Apart from regional dissidents, who complain that Juan Carlos is not reforming Spain fast enough, there is mounting pressure on the King from diehard right-wingers who protest that he is moving too fast. The King himself seems to prefer moderate gestures: last week, on the very day of the fatal confrontation in Vitoria, his government had sent a bill to the Cortes that would make political assemblies legal. As the citizens of Vitoria carried the

As the citizens of Vitoria carried the coffus of the slain through their streets last week, one mourner warned darkly. We want to know who is responsible for these things. It is now more incomple to have some resignations. As if to underline the widespread anger, Bosque Activations of the company of the c

#### BRITAIN

#### Icing for Harold's Cake

Just a single seat in Parliament was at stake in the by-elections in Coventry Northwest last week, but to British polticians the contest was pivotal. The Midlands city constituency had been Labor's, and the parry's absolute majority in the House of Commons is only one seat. Laborites, moreover, had been quarreling holly among themselves over the government last month, calling for billions of dollars of cuts in public spending (T1MM, March 1). That was hardly a prospect to cheer a depressed industrial area like Coventry.

With recent opinion polls showing them pulling abased 1 Labor nationally. Tory leaders awang heavy support behalf conservative Candidate Jonathan for the Conservative Candidate Jonathan tork right-winger. The effort failed Laborite Goofffer Robinson, 8a e Yale-educated former manager of Jaguar Motors, was elected by a confortable margin of 17,118 votes to 13,424. How main so strong despite the White Paper? Tittle London Bureau Chief Herman Nickel cabled this analysis:

Coming on the eve of Prime Minister Harold Wilson's 60th birthday, the victory at Coventry was icing on his cake. Just a few weeks ago, he was facing incipient revolt from his party's left wing. The White Paper had warned that unchecked public spending would soon gobble up half of an average wage earner's salary in taxes. But to the left, the report's recipe for reducing spending sounded more like a Tory tract than a Labor manifesto. Said former Overseas Aid Minister Judith Hart: "The real struggle is not between the official opposition and the government, but between the Labor government and the Labor Party

Class Enemies. The revolt was doomed, however, when the unions refused to join. Jack Jones, powerful boss of the huge (1.8 million members) Transport and General Workers Union, denounced those "enemies of the working class" whose disloyalty might topple Wilson and usher in the Tories. The Coventry election, moreover, underlined the distance between the Laborite left and the grass-roots workers it professes to represent. The voters have not clamored as leftist leaders have, for heavy expenditures to end unemployment. Even with 1.25 million jobless, politicians have found that their constituents complain more about inflation than about unemployment. This could change when benefits, which last for a year, begin to run out, but at least some workers are beginning to understand the connection between excessive government spending, inflation and unemployment

Last week, for the first time in his-

Of all filter kings:

# Nobodys lower than Carlton.

Look at the latest U.S. Government figures for other top brands that call themselves "low" in tar.

	tar, mg/cig.	nicotine, mg/cig.	
Brand D (Filter)	14	1.0	
Brand D (Mentho	ol) 13	1.0	
Brand V (Filter)	11	0.7	
Brand T (Mentho	ol) 11	0.6	
Brand V (Mentho	ol) 11	0.7	
Brand T (Filter)	11	0.6	
Carlton Filter	*2	0.2	
<b>Carlton Mentho</b>		0.2	
Carlton 70's (lowes	t of all bra	ndel_	

\*1 mg. tar, 0.1 mg. nicotine

\*Av. per cigarette by FTC method

\*Av. per cigarette by FTC method

No wonder Carlton is fastest growing of the top 25.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Filter and Menthol: 2 mg, "tar", 0.2 mg, nicotine av, per cigarette, by FTC method.



PRIME MINISTER HAROLD WILSON Playing a waiting game.

tory, the pound dropped below the \$2 mark (to \$1.98\%), but the event caused the papic. Confident that his anti-inflation policy has reduced the risks of a run on sterling, and anxious to promote exports (which are helped by a less valuable pound). Chancellor of the Excheper Denis Healey seemed content to left the market place decide for itself what Britain's currency is really worre.

Psychological Clour, With his own rebest under control, Wilson is in no imminent danger from the official open sition, either. Winning Labor's sensition, either Winning Labor's sensition, either Winning Labor's sensition to considerable psychological clout, but not enough to try for a no-confidence vote enough to try for a no-confidence vote that might force Wilson to resign and call for new detections. Unless that the total confidence with the confidence with theory with the confidence with the theory with the confidence with the

The party that currently most troubles Wilson is the Scottish Nationalists. Since the government's tepid proposals for 'devolving' more power to the regions merely fianned the Scots' demands for more self-government, the Nationalists are still gaining support. If an election were held now, concedes a Wilson adviser, Labor would lose as many as 15 of its 41 Scottish seats to the Nationalists; the Scots would then hold the balance of power in Parliament.

That is just one more reason for Wilson to put off elections as long as possible —and if he can avoid a vote of no-confidence, he could wait until 1979. By that time, predicts one of his senior Cabinet members, the recovery of the economy should bring Scottish voters back into the Labor fold. It would not be the first time that the waiting game turned to Harrold Wilson's profit.

#### THAILAND

#### **Democracy in Danger**

With its unrestricted press and open parliamentary system, Thailand is the most democratic state in Southeast Asia. But with parliamentary elections scheduled for April 4, a wave of political violence is gravely endangering the Thai democratic experiment.

Last week Dr. Boonsanong Punyodyana, 39, the articulate, American-educated secretary-general of the Socialist Party, was gunned down in his car while returning home from a political meeting, Later in the week a bomb exploded at dawn in Bangkok's Rauma' Vanture of the Company of the Company of the students. In all, there have been a dozen deaths related to the current election campaign.

Most of the violence appeared to be the work of the country's well-organized extreme right wing. The chief targets have been opponents of the country's still powerful military establishment. which ruled until 1973. Many Thais believe the right is now maneuvering to bring about a military coup. Military men are concerned about the country's strikes (25 major work stoppages last year), almost daily demonstrations and rumors of Communist subversion. Some talk openly of taking power. "This is a weak government, a corrupted government," says one businessman with intimate military contacts. "The longer you let it go on, the worse it will

The chief defender of Thai democracy is the country's sophisticated, aristocratic, Oxford-educated Prime Minister, Kukrit Pramoj, 64. The author of 36 fiction and nonfiction books and for 22 years an acerbic, nationally known newspaper columnist, Kukrit led an incredibly complex 17-party coalition government until January, when a controversy regarding the price of rice forced him to dissolve Parliament. During the ten months he was in power, he concentrated on building up the longneglected countryside by increasing rice and sugar price supports, requiring banks to invest in local agrarian projects and pumping \$300 million in direct grants into rural subdistricts. Looking toward the elections next month. he hopes to gain enough new seats for his Social Action Party so that he will be able to create a stable and effective governing coalition.

To discuss the coming election, Kukriti met last week with TIME Correspondent William McWhirter. Sitting on the terrace of his large open house, he talked about Thailand's growing crisis and his own hope that Thai democracy can survive. Kukrit's views:

ON A MILITARY COUP: If and when the military think it their duty to intervene, then I'm out. I don't think I will have anything to do with it. But

right now everything is under control and manageable by me. Don't worry. I say this without the slightest trace of self-conceit. The whole sense of this sourry is that we must have legal and constitutional government. The moment has passed for government by the conquest of arms. A legal government is the only solution.

Month Sian Democracy: Democracy is the only reply from this country to the encroachments of Communism all around us. We cannot fight Communism by another kind of dictatorship. This would only play into the Communists own hands. We must base our weapon or equal challenges and equal opportunity of the country of the count

ON CHANGE AND REFORM: China was too big to cure itself, so it had to change completely. But we are small enough to make manageable changes: the gap between rich and poor, social injustices, corruption. If you can reach these problems, society can cure itself, it is not all that impossible. Compared with China, Thailand is only a mouth with a canker sore.

ON HIS POUTICAL STYLE Poverty, hopelessness, the glaring abundant luxuries of the rich compared with the powry of the people who live next door —these are the seeds. I don't think about hings in my own country: the errors of poor administration, the corruption, the neglect of the people and the selfishness of everybody. I don't proselytize. I don't go around telling other people what to seem to want done. I am able to comprehend what that is most of the time.

PRIME MINISTER KUKRIT PRAMOJ



### **AMC ANNOUNCES**

# Free factory air conditioning

That's \$425 off Normal List Price.

#### The Air

For a limited time only you'll get factory air conditioning free with a new 1976 AMC Pacer. That means the list price has been reduced by \$425. Supply limited.

### **The Room**

Pacer is the first wide small car. And since it's wider on the outside than any other small car you get an interior that's very roomy and very comfortable.

## The Ride

Pacer's wide stance and isolated suspension system give you a smooth, stable ride.

## The Economy

Our economical 6-cylinder engine and large 22 gallon gas tank let you drive farther with fewer stops to refill. EPA estimated MPG: 31 Highway, 20 City, for optional 258 CID 6 and optional overdrive with manual trans. Calif. cars excluded. Your results may vary depending on options, car's condition, your driving habits.

## The Coverage

Pacer is covered by our exclusive AMC BUYER PROTECTION PLAN® the wide coverage.

### The Price

You're in for a pleasant surprise. Because now with the factory air conditioning our standard Pacer lists for only \$3,499.

8BUYER PROTECTION PLAN is reg. U.S. Pat. and Tm Off



AMC / Pacer

## Red Star over Europe: Threat or Chimera?

Communism has sometimes succeeded as a scavenger, but never as a leader. It has never come to power in any country that was not disrupted by war, internal repression or both.

-John F. Kennedy, July 2, 1963

It is doubtful that an American President could confidently make that kind of statement today. In a handful of European countries, Communist parties are approaching the threshold of political power-not at the barrel of a Soviet cannon but in open and free elections. As a result, the specter of a Communist presence in Western Europe is stirring more concern and debate than at any time since the early years of the cold war, when the Marshall Plan, the Truman Doctrine and the Atlantic Alliance blocked Moscow's attempts to suborn democracy in France, Italy and Germany. Secretary of State Henry Kissinger broods about this new Red menace in background talks with newsmen and in conferences with aides and U.S. ambassadors, at which he has called the Communists the Trojan horses of totalitarianism and NATO officials meet secretly to discuss the Communist threat. The focus of the debate: How dangerous would it be if the Communists came to power and what should and could be done to prevent it.

The country most likely to vote Communists into office is ltaly. Such an occurrence would greatly encourage the French Communists, who for almost four years have been closely allied with the Socialists. In Portugal, the Communists have been in the government since the 1974 coup, and Spain's Communists

NANCY SCIORES MARCHAI

(though still underground) have formed a coalition with left and center groups.

The Communist gains are, to some extent, the result of local conditions. In Italy, for example, there is dissastifaction with the flabby, scandal-ridden 30-year dominance of the Christian Democratis. Western Europe's Communian parts of the Christian Christian and the Christian of the Christian

The Communists have deliberately tried to make themselves appealing to a wider spectrum of voters. The Italian and French parties have explicitly disavowed the old Marxian dogma of a dic-

tatorship of the proletariat as well as the need for violent revolution Instead, they claim to be committed to such democratic principles as political pluralism and freedom of speech and religion. Italian Party Boss Enrico Berlinguer—perhaps Western Europe's most articulate advocate of "socialism with a human face"—has often proclaimed his commitment to "a pluralistic and death of the processing the processing of the communitation of the property of the prop

Is the "new look" of Communism geniune? Some political observers think it could be and argue that bringing Communists into Western governments might speed their conversion from revolutionary, potentially distruptive custiders to evolutionary insiders. It might also widen the gap between the local parties and Mocrow. The Sovieties in fact, do not conceal their irritation with the independence shown by some of their Western comrades. Sovier Party Boss. Localid Brezhner vecently compliande that "some have begun to interpret [proteatrian internationalism] in such a way that little is left to internationalism."

Some political analysts have argued that the Communist par-



ties would allow themselves to be voted out of office if and when the declorate rejected their program. According to this argument, the Communists in Europe have clumg to power illegally only when the Soviet army was at the border, ready to enforce a coup with armed might. But there is always the possibility that a Communist government in Western Europe might not need Russian help if it had firm control of the country's police and iterated security forces and key segments of the armed forces.

The strongest argument in favor of allowing Communists to participate in Western governments is that enither the U.S. nor any other country has the right to block from office a party free beleet by the voters. This argument would have more validity if the Communists differed from other leflst parties merch in their programs. Yet history advises depcticism where Communists are concerned. Unlike Socialists, they have not cought the demonstrate by have always stressed the radical transformation of a society by authoritarian means.

For all their talk about democracy, the Communist parties

For all their talk about democracy, the Communist parties themselves are closed and often conspiratorial societies. The Italian party, widely regarded as the paradigm of humanistic Communism, does not permit dissent to grow within the ranks. Decisions are imposed from above, and a political control commission enforces the orthodoxy of the moment. French Par-

## New! The Ultimate Cooking Center: Microwave. Self-cleaning. Smoothtop.



It's not just a better range, it's the ultimate. An exciting arrangement of all the most advanced features you've ever wanted in one complete cooking center The Litton Micromatic™ double-oven microwave range.

#### Microwave speed.

Cook a complete meal or a quick snack in the eye-level microwave oven. Or rely on automatic defrost to thaw frozen foods fast. Either way, you save time and energy with microwave speed.

#### Self-cleaning ease.

Save clean-up time, too. Litton Micromatics have a self-cleaning oven system that removes even the toughest baked-on stains. And a one-piece Good Housekeepi smoothtop that keeps Crayer or street a tro

#### spills from dripping away Cooks four ways.

So now there's always time for complete meals. Cook with microwave speed in the eye-level oven. Bake or broil in the conventional oven. Stir up something saucy on the smoothtop. Or prepare one dish or a complete meal using both ovens for a combination of conventional browning and microwave speed



Everything about the Micromatic doubleoven is designed for your convenience.
Micro-Timer™ digital control, Automatic oven timer. Special 8-inch "quick-heat" cooktop element. Safe push-to-turn infinite heat controls. Black glass see-thru oven doors. And closeddoor smokeless broiling.

It's another Litton first. Litton changed microwave cooking with the first family-sized microwave oven. The Micro-Browner® Steak Grill. And the first countertop oven with

automatic defrost and Micro-Timer Now we're changing America's cooking ways again, with the Micromatic double-oven microwave range.

digital control.

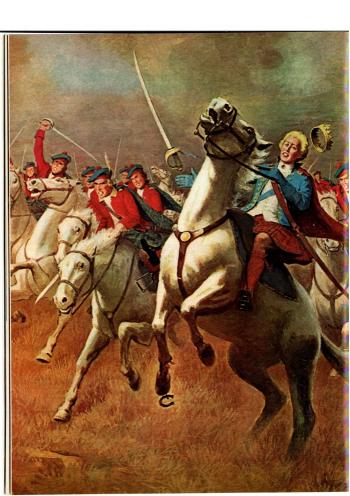
Isn't it time you make the change? Ask your Litton dealer for a demonstration of the ultimate, the

Micromatic microwave range Or call us toll-free, 800-328-7777.

Microwave Cooking

Litton... changing the way America Cooks.

22 - 22 H = 00





## For the want of a nail...

For the want of a nail the shoe was lost,

For the want of a shoe the horse was lost,

For the want of a horse the king was lost,

For the want of a king the battle was lost,

For the want of a battle the kingdom was lost,

And all for the want of a horseshoe nail.

The Rusty Nail\*
A Legend in its own time



\*Served on the rocks...made with Scotch and DRAMBUIE

## Some surprising observations from The National Observer

Imagine a possibly fatal drug for diabetics remaining on the market for over five years, while medical scientists and the Food and Drug Administration argue over how to word the package warning. The whole sad story recently appeared in The National Observer.

Did you know some scientists are convinced that much of human behavior is inherited and that each individual's genes influence and may even cause him to act the way he does? Professor Edward O. Wilson of Harvard explained why to Observer reporter Patrick Young.

It's enough to make you mad when you learn that last year a \$425,000 executive paid only \$1,200 in income taxes and a \$156,000 dentist paid no taxes at all. But according to Observer reporter William Lanouette, these examples are not extreme. The cause...many of the "shelters" favoring the rich which are built into our present tax laws. If you're not careful in your selection of charities, the dollars you give will do very little to help the sick and needy. The National Observer found, for example, that some professional fundraisers pocket 80% to 90% of all contributions for their expenses and profits.

Whoever dreamed we'd see the day when we can practically bring back people from "death." Now a new technique has been developed that can bring cardiac victims without pulse or respiration back to life. The National Observer reports how average citizens in Seattle are being taught to do it.

Believe it or not, physical torture is still a common government tool to force information from dissidents or subdue the rebellious. And while nations are ready enough to denounce torture practiced by enemies, reporter Michael Malloy discovered that most, including the U.S., look the other way when it involves allies.

THE ABOVE are examples of what National Observer reporters find when they start poking around.

It's not the sort of news you'd be likely

to see in your daily paper...or find in slick magazines

But it's the outgrowth of reporters who go after a journalistic question the way a dog goes after a bone. It results from a certain old-fashioned philosophy of exploratory journalism that doesn't let any-thing get by. And that's the kind of reporting that tends to turn up the most surprising news.

If you look at The National Observe America's great weekly newspaper, you'll find that kind of reporting reflected in every article, on every page On national and international events we

bring you more than the headlines.

In addition to reporting how Indira Gandhi became dictator of democratic India, we explain the constitutional "loophole" which enabled her to do so.

· Instead of detailing the casualties resulting from the busing riots, we ex-plain the logic of the opposing viewpoints and show how this is becoming the most explosive issue since Vietnam We report on today's social problems

#### from the human point of view. · A teenager is paralyzed by a bullet, a

teacher is raped. Why is there so much violence today in good middle-class schools?

· A couple realizes, after 43 years of marriage, that they have never really



known each other. We look at how they brought their relationship back to life. A Colorado community is waging its own battle against unemployment, By

taking voluntary paycuts, they make sure no one loses a job Every issue of our paper is full of de-

lightful little surprises. We're never afraid to try something different, especially if it looks like a lark. Once we even scrapped the headlines and devoted our entire front page

to good news. We love a good zany story...a singing dog named Buckypoo, who only sings to piano...a brand new game called Pickleball in which weaklings are favored to win.

 We love to print the writings of our readers...letters, columns, articles which feature their opinions are an important part of our newspaper.

And every week we surprise you with ways to get more enjoyment from life.
We alert you to new shopping buys and ways to make your home more com-

fortable. We review current films, books, fortable. We review current films, books, music, art, even travel areas, so you can best plan your leisure time. We give you special "how-to's" on everything from better health to better bridge to better gingerbread

All this adds up to what we feel is the most surprising publication in print vourself. So we've come up with a great way for you to try our paper without obligation or risk.

#### **Enjoy The Observer for** less than 25¢ a week

Now you can arrange for a short-term introductory subscription to The National Observer, America's great weekly newspaper, at the low basic rate of just \$5 for 5 months (22 weeks). That's more than 50% off the newsstand price. Just complete and return the bound-in reply card. Send no money. We'll bill you later after we start sending you The Observer. Then, if you are unhappy, simply write "cancel" on your bill and return it without paying or owing a cent.

Mail the card today. If the card is missing, write: The National Observer, Box 2B252C, 200 Burnett Road, Chicopee, Massachusetts 01021.

Important: To help us record the response to this ad, would you do us a small favor In the appropriate space on the card, please write the letter C. Many thanks.

Another Surprise! Now you can try The National Observer for more than 50% off regular newsstand price.

#### FSSAY

y Leader Georges Marchais has stated his belief in a demoratic multiparty optical system. Exactly what he has in mind, however, may not be reassuring; in 1974, for example, a French party congress praited the "demoratic achievements" of the near-totalitarian regimes of Eastern Europe. No wonder Harhaber and State of the State

The coming of Communists to power in Western Europe would have serious consequences for the Atlantic Alliance. If they do not force their countries to quit NATO, the Communists would probably fashion a foreign policy that favored the Soviet Union and undermined the alliance. To be sure, Western Eurone's Communists are no longer under the Kremlin's thumb as they were in Stalin's days, but even Italy's Berlinguer, one of the West's most independent Communists, has repeatedly emphasized his party's historical "unbreakable ties of solidarity with Soviet Russia." Thus there is at least some danger that a Communist Cabinet member, for example, might take orders from Moscow and deliver up NATO secrets. A more likely prospect is that the presence of Communist party members in a NATO government would result in their country being kicked out of the alliance. There is no guarantee, moreover, that a Western Communist party currently independent of Moscow will always remain so. A change in leadership could push that party-and the country it ruled-into the Soviet orbit

If Communist ministers did not take direct orders from Moscow or deliberately try to undermine NATO, they nonethers would probably be unsympathetic to the alliance and would try to slash defense budgets even in the face of mounting threat of a Soviet buildup. In the long run, this could affect the East-West military balance unon which coexistence rests. The disparril

military might between the democracies and the East bloc might then lead to the "Finlandization" of Western Europe, producing a kind of neutrally that would be responsive to pressure from Moscow. In addition, the gains of Communism within the ever shrinking community of democratic nations would represent an ideological setback for the West.

A weakened NATO and a less credible American defense commitment to the alliance might prompt Bonn to reassess its security needs. One possible result: a more heavily rearmed West Germany, perhaps even with a nuclear deterrent. This would unsettle all of Germany's neighbors and might re-create the tensions that twice in this century sparked a general war. Short of this worst case" scenario, the strategic balance still would probably shift decisively toward Moscow, since the Soviets could start drawing -undoubtedly, at favorable terms -on Western Europe's advanced technology and industry.

A strong case can be made that there are unacceptable risks to the West in allowing the Communists to come to power. But what, if anything, can be done about it? Washington has been pursuing a kind of quarantine policy, to deny

the Communists any claim to legitimacy. American diplomats in Europe maintain only minimal contact with local Communist politicians. Current U.S. policy seems to be that the most hard-lining ruling Communist parties represent the least threat to the strategic balance. At a closed-door meeting in London last December, a top Kissinger aide told European-based U.S. ambassadors that roverzealcom attempts to work the Last blee countries away the representative to the control of the cont

Washington could provide sizable economic aid to Europeno countries with growing Communist movements, to bodster existing regimes and help create strong economies that would lessen the Communist's appeal. Beyond this, however, there seems little the U.S. can do Military intervention is out of the question so long as the Communists act legally. Any excessively muscular U.S. action runs the risk of a backhair, arousing popular building the Memericans.

Action by Common Market states might be far more effective. Christoph Bertram, director of London's International Institute for Strategic Studies, suggests that tough political conditions could be attached to continued ITEs support for the Italment, which excludes the Communists, stay in office until the next excludes the Communists, stay in office until the next elections. Because of the vital importance of the Common Market to Italy's future, Bertram feels the impact of such conditions would be much more effective than any U.S. threats to read Italy out of NATO. Bertram's policy might tale be applied membership in the Market.

Beyond that, the established socialist parties of northern Europe could provide moral and financial help for their relatively weak ideological allies in the south—as they have, to some extent, with Mário Soares' Portugues Socialists. Above all, the ruling non-Communist parties could and should undertake inter-

nal reforms to become more appealing to the millions who vote Communist not because of ideology but as protest. These moderates must again demonstrate—as they did after World War II—that they are capable of responding to the aspirations of dissatisfied voters.

If diplomatic, political and economic measures failed to keep Communists out of a Western government, the U.S., and the rest of the West, could isolate that country by cutting off all but minimal economic and diplomatic relations. This, however, might lead to the kind of chaos that would justify the Communists in taking strong authoritarian measures.

A more advisable policy, at least initially, would be one of vigilant tolerance. Risky though it may be, the major Western countries should perhaps not interfere with Communist participation in Western Cabinets, if it comes, but instead give the party a chance to prove that its democratic protestations are genuine. At the same time, however, the West should make it unmistakably clear to the Communist party involved, and to Moscow as well, that any move to establish an authoritarian or pro-Soviet re-gime would not be tolerated. Appropriately tough action would then follow **Burton Pines** 









PENITENTIAL OPTIONS IN A MARYLAND PARISH "RECONCILIATION ROOM": CONFESSING BEHIND SCREEN OR FACE TO FACE

#### RELIGION

#### Out of the Box

Confession now in Room of Reconciliation. This provides both the traditional approach or face-to-face confession with the priest. The choice is yours.

So reads a hand-printed sign in St. Psachal's Roman Catholic Church in Oakland, Calif. Similar notices have appeared—or soon will—in Catholic churches in the U.S. and round the world. They herrald a quiet but significant revolution for Catholics, who will beneforth be allowed to choose between old-fashioned annonymous confession and the new face-to-face-style sacrament. While it will remain an option. It was not to be a support of the confession and the new face-to-face-style sacrament while it will remain an option. It is a support of the confession and the new face-to-face-style sacrament of the confession and t

Rushed Sins. With the start last week of the penitential season of Lent, many priests began educating their parishioners in the revised sacrament of Penance-now also called the Rite for Reconciliation-that formally takes effect next year. Face-to-face confession -the last reform of the sacraments that stemmed from Vatican Council II-is intended to enable the penitent not only to confess specific sins but discuss spiritual failings and work out appropriate good deeds for penance. Traditional confession, by contrast, has tended to be a rushed recitation of sins and routine prescription of "ten Hail Marys" or "five Our Fathers."

The new confession takes longer than the traditional rite—15 or 20 minutes r, five or so—and is more demanding for priests and partishioners. But where it has been tried, the option seems popular. While some older Catholics find the open style uncomfortable, many younger parishioners seem to feel, in the words of one California seventh grader, that ''ti makes much more sense than going in and talking to a wall.' Theologically, the did litturgy "evvlewed into a

rite of fear and guilt, emphasizing sin more than God's love and mercy," says Father John Tivenan of St. Catherine of Sienna Church in St. Albans, N.Y. The new rite is "a celebration rather than an unearthing of shame."

The new Penance also offers group services; but to be one of the seven sacraments, such rites must include time for worshipers to confess individually. The Vatican permits en masse sacramental confession and absolution only when there is an extreme shortage of clergy, as in mission lands or war zones.

The reform follows a drop-off over the past decade of 60% or more in individual confessions, once a weekly or monthly routine for the devout. Says Robert Burns, executive editor of U.S. Catholic magazine: "The church realized it had to do something-the situation was rapidly deteriorating." Among the causes: the waning of the once common belief that confession must always precede Communion, and the spread of more liberal concepts of sin. Another Catholic editor, Commonweal's John Deedy, believes the church is already well down the road" toward elimination of individual confession. Whether those low-lit "reconciliation rooms" will prove him wrong remains to be seen.

#### Attack on Mother Church

Last December a curious nine-page letter landed in the mailboxes of Christian Science practitioners and local church leaders. It warned that the faith's Boston headquarters was rife with "gross mismanagement, inexperience and lack demanded a housecleaning, the letter said, the religion could virtually disappear within a decade.

In the serenely authoritarian world of Christian Science, rarely had such a challenge been issued against officials of the Mother Church. Its author is Reginald G. Kerry, 62, a straitlaced former restaurateur and police and fire-com-

mission member in Santa Barbara, Calif. and devout Scientist for 40 years. In 1973, Kerry came to the Boston headquarters as a consultant on security. He learned about other matters, however, and decided to tell all.

Attacking the optimistic generalities of official church reports, Kerry charged that the number of practitioners—healing counselors who are the closest thing counselors who are the closest thing counselors who are the closest thing to clergy in Christian Science—is less than half what it was 20 years ago, 500 churches and societies have disbanded since 1972, and 500 of the 3000 that remain are on the brink of closing. World-wide membership, he reported, is about 195,000, substantially less than previous outside estimates.

Bump Incomes. Kerry put much of the blame on officials. Troubled churches write in for help and their pleas go unanswered, he claimed, and devout practitioners receive abusive letters. The allpowerful five-member Board of Directors, he added, avoids urgent matters. Even so, he said, the directors are paid \$54,000 a year-appreciably more than the top executives of larger church groups-and are able to bump their average incomes up to \$100,000 a year with copyright and other income as trustees for the estate of Founder Mary Baker Eddy, as well as various additional fees

The directors' cautiously crafted reply to recipients of the Kerry letter ignored some charges and insisted that others "verge on conscious dishonesty." They said their annual incomes were 'far less" than Kerry's \$100,000 estimate, but granted that financial reserves had been "seriously depleted" in order to build the Boston church center. Last week a spokesman added that the Kerry figures on membership and failing churches were distorted. Apparently undeterred, Kerry wants his fellow Scientists to demand a special investigation and insist on "an honest and thorough account" of church conditions at the annual June meeting in Boston.

## Decisions...decisions... Make your decision

# Pall Mall Gold 100's

20 CIGARETTES

Good rich flavor, yet lower in tar than the bestselling short (70 mm.)

> Not too strong not too light not too long tastes just right.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

20 mg, "tar", 1.4 mg, nicotine av. per cigarette, FTC Report Nov. '75.



Outfitted in an orange and white soccer uniform-and mink warm-up coat-Glitter Rocker Elton John came to the Los Angeles Coliseum last week to greet his newest employee. George Best, 29, aging soccer superstar and flashy fixture on the British pub scene, had signed on with the L.A. Aztecs, the American team of which Elton is part owner. Best, who claims he is "better than Joe Namath in both sports that he participates in," bested Elton 5-1 in a quick scrimmage, then considered his chances for making a hit in the colonies. "We've got some good lads on this squad," mused Georgie about the Aztecs, which finished third in their division last year. "We need, I think, a few more.

"I know a lot of people, but in this field you can't have too many friends." noted Ballet Dancer Fernando Bujones back in 1974. "To really trust someone, you have to be careful." Some of Bujones' colleagues probably wish they had been more careful as well. Florida-born Fernando, who turns 21 this week, has spent most of his time recently serving as supersubstitute to a trio of ailing defectors from Russia's Kirov Ballet: Mikhail Baryshnikov, who injured an ankle before his Toronto performance in La Sylphide: Rudolf Nureyev, who missed his Los Angeles production of Raymonda because of pneumonia; and Valery Panov, who pulled a calf muscle while performing his new ballet Heart of the Mountains in San Francisco. "I know



and everyone says-I'm as good as the three of them," boasts Bujones, whose confidence suggests early Muhammad Ali. "I am the best American dancer.'

He had wanted to do a TV gig with Actress Mae West for years, recalled Nostalgia Hound Dick Cavett. "But she always resisted, especially talk shows, which she thinks destroy a star's mystique." Mae's mystique stayed fully intact last week, however, during a sixhour taping session for Cavett's April TV special, Backlot U.S.A. "This is the kinda room I like, wall-to-wall men. growled la West, surveying the 50 male extras hired for the session. Mae, 83. sang Frankie and Johnny and other oldies, hugged herself suggestively, and then fretted: "I hope the television censors don't fool with that number. After all, I kept my clothes on.

It was a memorable event, that fall day in 1929," writes Comedian Groucho Marx, recalling the publication of his first book. Titled Beds and based on his 1920s contributions to old college humor magazines, it was a string



CAVETT & WEST IN HOLLYWOOD



#### PEOPLE

of one-liners and double-entendres detailing uses and misuses of the mattress. It also sold like common stocks after the Crash. In fact, recalls Groucho. now 85, "during the next 40 years, people refused to have anything to do with beds. Whole families slept standing up. This month the author will try again with another edition of the book. The 1976 version will include a new introduction by the comedian and some snaps of Groucho in bed with friends like Comedienne Phyllis Diller, Actor Burt Reynolds, Actress Valerie Perrine and dog. As for those first-edition copies of Beds, "they have become a collector's item," insists Groucho, "that not even I can afford."

"Everyone in the business has their favorite disease or something, but convicts are usually overlooked," observed Comedian George Carlin, 38. So. accepting an invitation from the California Hell's Angels, who sponsor concerts at San Quentin prison, Carlin showed up to put on a free show for 1.000 inmates. Bowing to prison regulations against blue jeans on visitors ("They don't let you out if you show up in blues"), the comedian came with pastel pants, some off-color jokes-and a couple of semiclad go-go dancers recruited by the Angels. "They were a little reserved." said Carlin of his captive listeners afterwards. "But then, they're not in training as an audience for a comedian.

BURT PROPHETEERING IN LONDON



Billionaire Howard Hughes, master of the peek-a-boo lifestyle, has found a new hideaway, according to reports coming out of Mexico. Although some stockholders in one of his companies tried to have him declared officially dead last year, he is apparently alive and well enough to have moved from the Bahamas to the Acapulco Princess Hotel owned by Shipping and Real Estate Tycoon Daniel Ludwig. Hughes, 70, is reportedly paying \$10,000 a week for the top floor of the 19-story pyramid-shaped structure, where his digs include the penthouse, presidential suite, Roman baths, a board room and bedrooms with velvet-covered walls.

Her stage patter may have been on the gusty side. but the old footwork seemed as solid as ever during Ginger Rogent' opening at least week. The amount of perspiration that comes off my brow would equal three sets of tennis. The seemen seemed through The Continental Carioca and a songbook of other tunes from her movie days with Fred Astoire. Following a month of limber of the continental cariocal seemen seemen to firm the movie that the seemen seemen seemen to firm the seemen s

ance since 1958, Ginger's gams still looked golden to the openingnight crowd that gave her a standing ovation. Said she happily to her fans: "I wish I could freeze-dry you all and show you to my mom."

"I'm an atheist. I don't believe in a hereafter or a God," announced Actor Burt Lancaster in London. Or, evidently, in good timing, since Burt's remarks came just hours before a royal command performance of his movie Moses. Partly recycled from his six-part TV opus Moses The Lawgiver, the feature-length film shows the actor as bearded religious leader rather than dashing ladies' man. "Since I'm 62, that gets a bit embarrassing." Lancaster allowed. "although I am still susceptible to the charms of a 19-year-old girl. Like any man, I suppose, I'm still a bit of a 'dirty old man.'

When he is not throwing temper tantrums, Ilie Nestase can play a mean game of tennis. Last week the rowdy Rumanian stopped complaining about linesmen long enough to trounce Ken Rosewall 6-0, 6-2, 6-2 at the Avis Challenge Cup competition in



GINGER SHOWING HER STUFF AT THE WALDORF

Hawaii.—a \$10.000 victory that made him the fourth professional to win more than \$1 million on the tennis tour (the others: Arthur Ahe, Red Lower and Rose-wall). "I never count how much I make, only how much I spend," commented Nastuse, who keeps a fancy flat and Communist countrymen ever fret over his capitalistic success? Says he: "Everyone is jealous if you have a lot of money."

Canadians who wanted one of their own countrymen to open the Olympic Games this summer have been grumbling ever since their government tapped Britain's Queen Elizabeth for the honor. Now, at least, they can claim victory in a minor skirmish over the Oueen's visit. It seems that the royal yacht Britannia, which will carry Her Majesty to Montreal, has old-style lavatories that empty directly into the waves. Royal flush or no, that is a violation of the St. Lawrence Seaway's antipollution laws, ruled Canada's Ministry of Transport. Denying the Royal Navy's pleas for an exception, the Canadians then flew a modern pushbutton. chemical commode to London for inspection by Buckingham Palace. Not up to royal standards, huffed the Queen's advisers, who have decided to modify holding tanks-at taxpayers' expense -aboard the royal yacht.



COMPLICTOR MALIRICE ARRAVANEL

### Saints and Sinners

Great Falls, Mont., knows how to whoop it up for Johannes Brahms. After hearing the blazing final chords of the Symphony No. 2 in D, townspeople jumped to their feet in a shouting fiveminute ovation. As the applause started to slacken, a rancher in a sheepskin coat shouted from the balcony: "Keep on clappin' and they'll keep on playin'!" So they did. When Conductor Maurice Abravanel, 73, and the 85 members of the Utah Symphony Orchestra responded with an encore from Handel's Water Music, the crowd in the renovated movie theater burst into cheers.

Such enthusiasm was an almost nightly occurrence as America's most mobile orchestra last week completed a ten-day, 1,200-mile tour crisscrossing the blizzard-swept Continental Divide to make music in Idaho and Montana. They log 15,000 miles annually, playing country churches, school gyms and movie theaters in the Rocky Mountain states. In April they will head east for a three-week tour of nine Midwestern

Home-Grown Product. The orchestra's popularity on tour is more than matched at home in Salt Lake City. where its twice-monthly concerts at the 5,200-capacity Mormon Tabernacle are always sold out. In December voters proved their affection by passing an \$8.7 million bond issue that will build a home for the orchestra. For the past 30 years, the Mormons have allowed the orchestra free use of the Tabernacle, the famed meetinghouse built in the 1860s under the eye of Brigham Young. The edifice

has been a mixed blessing: it has no lobby (late-comers must wait outside), no toilet facilities and no upholstery upon its hardwood benches. Its acoustics are very tricky: a tourist standing 200 feet away can hear a pin drop on stage, but the echo from the vaulted ceiling can be so bad that a new drummer once

music director in Utah is a tenure second among major orchestras only to Eugene Ormandy's 40 years in Philadelphia. Abravanel has built his orchestra gradually and carefully. "My musicians never give less than their best," he told TIME Correspondent Leo Janos. "They

beats late. The new arts center will be ready in 1978.

Abravanel's 29 years as

are not the equal, by far, of the personnel in the Philadelphia Orchestra. But they communicate. They say something." The product is mostly homegrown; 52 players are from Utah, about 70% are Mormons. Jokes Concertmaster Oscar Chausow, formerly with the Chicago Symphony: "I lead the most devout string section in the country Performers at the Tabernacle may

not have to be totally devout, but behavior must be impeccable. Soprano Roberta Peters inadvertently caused a scandal once when she was served a cup of tea onstage during rehearsal; tea and coffee are forbidden the Mormons. So are alcoholic beverages. Pianist Jose Iturbi narrowly avoided greater disaster when a bottle of Scotch broke on the floor of his Tabernacle dressing room. A kindly janitor cleaned it up, and kept his mouth shut

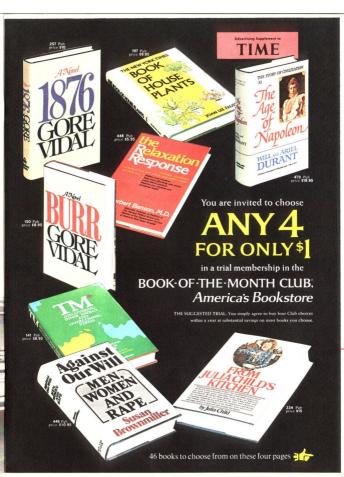
Abravanel, a Jew who traces his ancestry to 15th century Spain, grew up in Lausanne, Switzerland, where his father was a pharmacist. The family lived in the house of famed Swiss Conductor Ernest Ansermet. "Stravinsky and Milhaud used to visit often," Abravanel recalls. "I played piano four-hands with Stravinsky as a lark." He went to Berlin to study with a brilliant young composer named Kurt Weill. In 1933 both men fled Nazi Germany for Paris. There, Abravanel became a ballet conductor, performing the première of the Balanchine-Brecht-Weill balletwith-song, The Seven Deadly Sins.

Bunch of Cowboys. In 1936 Abravanel sailed for New York and, armed with letters of introduction from Conductors Bruno Walter and Wilhelm Furtwängler, got a job conducting at the Metropolitan Opera. He made his debut conducting Delibes' Lakmé, starring Lily Pons. Two years later he guit to become Weill's music director on Broadway, conducting such classics as Knickerbocker Holiday, Lady in the Dark and One Touch of Venus.

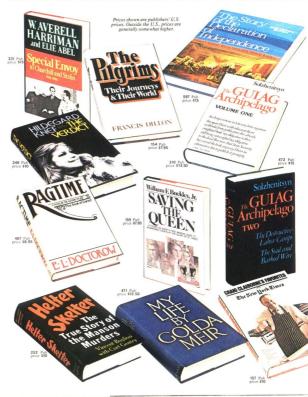
After nearly a decade on Broadway, says Abravanel, "I was 44, and I felt it was time to settle down. I wanted an orchestra of my own to play the classics." Salt Lake City offered him the job of conducting their community orchestra. Abravanel and his wife Lucy left New York for Utah in 1947, telling friends,

MEMBERS OF THE UTAH SYMPHONY ORCHESTRA ARRIVING IN HELENA, MONT.





# With choices like these, no wonder Book-of-the-Month Club is America's



## the Bookstore.

BECAUSE they enliven the mind and inspire stimulating conversations, books like the ones included here are essential reading or intelligent people everywhere. And there's no more agreeable and thrifty way to get them than by shopping in America's Bookstore - the Book-of-the-Month Club. A service that provides exceptional convenience, it offers you the opportunity to choose regularly from among a wide range of important and interesting books in the comfort of your home. And when you decide on the particular book you want, it's delivered straight to your door - saving you time, money and effort. Continued membership brings you the added benefit of the Book-ofthe-Month Club's unique Book-Dividend® plan - a sensible way to build a superb home

library and save 70% or more on publishers' list prices. Begin by choosing any four of the extraordinary books here for only \$1.



500 Pub price \$8.95



595 Pub price \$10



466 Pub price \$8.95



368 Pub Price \$6.95



114 Pub price \$15



379 Pub price \$7.95



554 Pub price \$12.50



227 Pub price \$10



207 Pub price \$12



127 Pub price \$12.95



140 Pub price \$12.50



As a demonstration of the many advantages of membership

## Choose any four for only \$ THE SUGGESTED TRIAL You simply agree to buy four Club choices within a year at substantial



173 Pub price \$15



433 Pub Price \$12.50



183 Pub price \$10

6-A464-3-1

#### SOME OF THE BENEFITS OF MEMBERSHIP

- . In addition to getting four books for \$1 when you join, you keep saving substantially on most of the books you buy.
- And these are true savings because every book offered is identical to the publisher's edition in content, format, size and quality.
- You'll learn about the coming Selection and Alternates in the Book-of-the-Month Club News, a literary magazine sent to you fifteen times a year (approximately every three and a half weeks)
- · If you want the Selection, you need do nothing - it will be shipped to you automatically. · If you do not want the Selection - or you'd If you do not want the Selection — or you'd like one of the Alternates or no book at all — simply indicate your decision on the reply form enclosed with the News and mail it so we'll receive it by the date specified.
  - · If, because of late mail delivery of the News you should receive a Selection without having had 10 days to decide whether you want it, that Selection may be returned at Club expense.

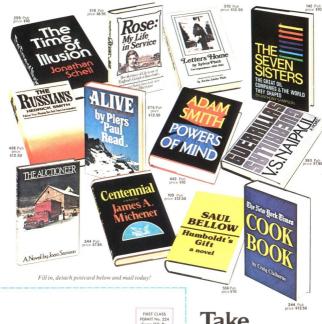
#### BOOK-OF-THE-MONTH CITIE INC Camp Hill, Pennsylvania 17011

Please enroll me as a member of the Book-of-the-Month Club and send me the four volumes whose numbers I have indicated in boxes below, billing me \$1.00 for all four volumes. I agree to purchase at least four additional Selections or Alternates during the first year I am a member, paying in most cases special members' prices. My membership is cancelable any time after I buy these four books. A shipping charge is added to all shipments. INDICATE BY NUMBER THE FOUR BOOKS YOU WANT

MR. MRS. MISS	(Please print plainly)	
Address		Apt
City		
State		Z(p



## 12 other books available from the BOOK-OF-THE-MONTH CLUB



PRIST CLASS
PERMIT No. 224
Comp Hill, Po.

BUSINESS REPLY MAIL
No puritage thangs measurey of maked in the United States
POSTAGE WILL BE PAID BY

Book-of-the-Month Club, Inc.
Camp Hill
Pennsylvania 17011

Take any 4 for only \$1 in a trial membership

THE SUGGESTED TRIAL: You simply agree to buy four Club choices within a year at substantial savings on most books you choose.



All those extra puffs.
Costs no more than 100's.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

120s

20 FILTER CIGARETTES

Menthol: 18 mg. "tar", 1.6 mg. nicotine av. per cigarette by FTC method. unwisely as it turned out, that they would be back in a year.

Not long ago Abravanel received a call from some citizens of Dillon, Mont... inviting him to perform there. "We're just a bunch of cowboys," he was told 'Play anything you want." Replied Abrayanel: "I think you deserve the best." Dillon was treated to Beethoven's "Froica" Symphony. After the first movement there was an ovation. Abravanel explained that the symphony had four movements, so would the audience please save the applause until the end. The audience obediently counted; unfortunately, there was only a slight pause between the third and fourth movements, so that when the symphony crescendoed to conclusion, it was greeted

with silence

Sing-Alongs. Wherever the orchestra travels, it is divided into two busloads, one called the Saints (for nonsmoking Mormons) and the other the Sinners (for tobacco-loving musicians). The conductor, affectionately nick-named "Big Mo" by his players, usually travels by car, avoiding any show of favoritism; although a non-Mormon, he is also a nonsmoker. If constant traveling does breed a unique togetherness. it also reveals the peculiar schism between the Mormons and other members of the orchestra. Aboard the Saints' bus, the majority of passengers are women, mostly string players who have been with the orchestra for years. Mormon prayer books are much in evidence, and hymn sing-alongs help to pass time. With the Sinners, it is not only smokier: the passengers are predominantly men, many new to the orchestra, and the talk tends to gripes about six-hour bus rides to play a concert and union negotiations with management. The Sinners are aware that the Saints consider them irreverent. "The Mormons really think they are superior people, says a Sinner cellist. "They are polite to us and pleasant enough, but we really don't mingle with them at all." The biggest difference between the two buses is the attitude toward the Maestro. To the Saints, Abravanel is a revered father figure. To the Sinners, he is a typical conductor-a dictator touched with

Not all that typical. On his 60th birthday. Abravanel announced to his orchestra that he was giving them the right to fire him at any time, by vote on a secret ballot. "I have seen too many of my colleagues in the arts who do not know when to quit. It is really a sad thing to witness, and I am determined that this will not be my fate." That is not to say that Maurice Abravanel would like to be voted out. "Our reward for this hard traveling is the reaction of a small-town audience when it hears a symphony orchestra for the first time," he says. "If I could choose how and where to die, I would like it to happen while conducting my orchestra in a place like Dillon, Montana.

# 120s **Towers** over ordinary cigarettes

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Filter: 20 mg. "tar", 1.5 mg. nicotine av. per cigarette by FTC method.



BUMPER-TO-BUMPER TRAFFIC ON LONG ISLAND EXPRESSWAY



ABANDONED APARTMENT BUILDINGS IN PHILADELPHIA



## Americans

For some, the decision comes with a shock of disgusted recognition, like a less heroic version of Hemingway's Lieut. Henry bidding a farewell to arms by jumping into the frigid Tagliamento River.

The moment for Walter Matsinger arrived 2½ years ago, as he was stalled in a bumper-to-bumper traffic jam on his way home from work as a carpenter's apprentice in Philadelphia. This is it." Matsinger said to himself: He knew that he had to leave the city, to flee its crime, its pollution and impersonality, it is high accial jamer. Suddenly, he reality, "the whole areas where packed and headed for the Southwest. Today he is happily settled in Tusson, Ariz, where he works as a mason's held in Tusson, Ariz, where he works as a mason's held.

Others are less abrupt about making such peographical leaps, their urban grievances simply accumulate like a lowering smog, until one day they call the moving van. Scott Snowden, a graduate of Berkeley's law school, could have landed a job in one of San Francisco's better law firms. But Snowden found himself growing wearier and wearier of "the constant roar in the city, the intensity and impersonality of it." With his wife, he decamped to St. He-lana, a tiny town in the Napa Valley wine country. He still earns less than \$15,000 a year, but he can fish for bass in the local ponds and a night hears only the calls of croytes.

William Merzel, a dental lab-technician instructor, began making his decision back in Albary, NY, after he realized that making his decision back in Albary, NY, after he realized that "if you said hi to people on the back, they thought with the manner of the back of the back of the control of the back of

All of these people are examples of a special breed that is rapidly increasing across the U.S. the new American migrants. They are pulling themselves up by their roots in order to pursue the good life in places that are smaller, sunnier, safer, and perhaps saner than those they left. Their desire to move onward has spawned an excedit that is causing major changes in American spawned are decided that is causing major changes in American because the state of the state of

Americans have always been a restlessly mobile people, but their new migratory habits are quite different from those of the past. There are three interrelated patterns of movement:

OUT OF THE BIG CITIES. Where once Americans thronged to the big cities and their immediate suburbs in search of jobs, education and excitement, they are now moving to smaller cities and towns. Between 1970 and 1974, over 1.7 million more Americans left the big metropolitan areas than moved into them. Through migration, the New York area alone lost half a million people more than it gained; similarly, Chicago lost a quarter of a million. Of the 16 metropolitan areas that have more than 2 million people each, eight have lost population since 1970. Besides New York and Chicago, they are Los Angeles, Philadelphia, Detroit, St. Louis, Pittsburgh and Newark. In 1973 and 1974 three others lost population: Boston, San Francisco and Long Island's Nassau-Suffolk. Significantly, the big suburbs are no longer growing as fast as they did in the 1960s. Some, like New Jersey's Bergen County and New York's Westchester County, have lost population since 1970

TO THE COUNTRYSIDE. After declining for most of this century, the nation's rural areas since 1970 have been growing faster than its urban areas. The Census Bureau defines metropolitan areas as those counties that have cities of 50,000 people or more; counties with no communities of that size are predomined.

## on the Move

inantly rural. In the West, remote counties had a total growth of 9.2% between 1970 and 1974-compared to the national average of 4.8%. During that period, Mississippi and Alabama had a net migration into their states-a surprising reversal. In the Northeast, New Hampshire grew by 10.9%, Maine by 6.6% and Vermont by 5.9%. Among the fastest-growing areas: western Arizona, the western slopes of the Rockies, the Ozarks, sec-

tions of the northern Great Lakes states

TO THE SOUTH AND SOUTHWEST. Americans are rapidly leaving the Northern and Eastern regions, the old industrial quadrant from St. Louis and Chicago to Philadelphia and Boston, and increasingly heading toward the South and West. Between 1970 and last year, 2,537,000 people migrated from the Northeastern and North Central states to the Southern and Western states. The fastest-growing states in the nation are Arizona, Florida, Nevada, Idaho and Colorado. By far the nation's fastest-developing new boom region is the Sunbelt-the lower arc of warmlands stretching from Southern California to the Carolinas.

These new migrations suggest a major change in Americans' expectations-what they want from their careers and communities and what they are willing to give up to get it. Says Pollster Louis Harris: "Most Americans don't want more quantity of anything, but more quality in what they've got.

n such impulses is a certain chastened spirit, a feeling-no doubt a residue of the manic '60s-that smaller and quieter home pleasures are more important than acquisitiveness and ambition. This is not necessarily an edifying spiritual development in America so much as a self-interested calculation that a 90-minute commute or a triple-bolted apartment door is not worth the trouble if one can escape. The ethic suggests that bigness is no longer better, that mere dollars do not mean a more satisfying life, that success is more a matter of enjoying where one is than of moving ahead. Those sentiments, of course, can carry a troubling complacency. The frankly escapist note is one theme of some of the new migrations-a kind of premature retirement, a dropping-out. That is a sweet and organically grown estimate of life, but in some cases it smacks of elitism gone to the country for the cure. Many are migrating, however, for somewhat opposite reasons. They find that in the smaller cities and towns there is more scope for their ambition, more room for competition and expansion.

"In a way it is certainly a middle-class migration," says Queens College Political Scientist Andrew Hacker. "Those who are moving out are looking for a kind of middle-class subcountry, a place where it is safer, and where there is more predictable service, and where the school system is less problematic.

Crime is the most obsessively mentioned reason for leaving the cities. Almost all of the migrants tell horror stories of muggings just up the street, of houses burglarized, of children exposed to drugs. Overcrowded schools, pollution and noise are driving many out. So are heavy taxes and high costs of living

Beneath the migrants' vision sometimes lurks a disturbing undercurrent of racial aversion, an unspoken desire to get away from the increasingly black urban centers. Some blacks, of course, are fleeing the cities just as fast as whites. William Hart, just retired as an official in the Job Corps program, moved a few months ago from The Bronx to the New York suburb of Greenburgh. Says he: "With the passing of time, the community changed. It wasn't safe to leave home any more, and we were broken into three times." But as Rand Corp. Demographer Peter Morrison warns, there is a danger that U.S. society "is dividing into those who can buy the new life-style and those who are left. A lot of people will simply be relegated





ART GALLERY IN FORT COLLINS, COLO.



#### MODERN LIVING

to those empty holes, the urban cores." University of Chicago Sociologist Philip Hauser says bleakly that "the country is heading toward an *apartheid* society."

Historically, there were ample reasons why Americans swarmed into the cities; country and small-town life could be dif-ficult and dull and remote. In Main Street, Sinclair Lewis called the small-town existence "dullness made God ... the contentment of the quiet dead." But rural and small-town life has been modernized and is no longer stultifyingly isolated. The interstate highway system, 88% complete, brings most of the remoter regions to within an hour or two's drive of a city. Jet planes and a growing number of airports provide similar ease of access to the outside world. Television pipes its news and entertainment into the countryside. Along with lesser fare, Live from Lincoln Center can now be seen across the country without going to New York and paying the price (up to \$25) of a ticket. Universities have opened branches and hundreds of two-year community colleges have sprung up in small towns, injecting a new cultural life. In short, urbanity is no longer necessarily tied to urban life. As Political Analyst Richard Scammon says, "We have expanded the area in which civilized people can live.

Although the pattern of the migrations scarcely suggests are birth of rural primitivism, the pattern of the control of the con

steopath George Moore and his wife Nancy moved from Buffalo four years ago to the northern Maine community of Oxbow (pop. 72). With their friends Buddy and Ginnie Swenson, they bought 150 acres of land and set about building two houses for themselves. They remember the fierce black flies in the summer and the rug hung in the doorway to keep out the cold in the fall. They had no electricity, TV. telephone or running water. The Swensons drilled a well. When money ran low, both women picked potatoes even though they were pregnant. The youngest Swenson child was born in the family car by the side of the road on the way to a hospital in Presque Isle, 40 miles away. Eventually, the couples moved to nearby Masardis. Dr. Moore began practicing in the area, and Swenson found work teaching at the University of Maine at Presque Isle. Financially pressed, the Swensons came into an inheritance, which may account for their staying on. Often an outside income is crucial-as Robert Frost foresaw when he wrote

Well, if I have to choose one or the other, I choose to be a plain New Hampshire farmer With an income in cash of say a thousand (From say a publisher in New York City)

But the hardships have been worth it, the couples testify. "We're closer kini and healthier than we would be in a city," we're release kini and healthier than we would be in a city, says Moore. The food at the evening meal is usually from the family garden—they are mean only askee a month. Says Swenson: "I wanted to be economically independent of the 40-hour week. I wanted out of the pollution and overcrowding. I found the wilderness aspect of northern Maine just what I was searching for."

ore typically, the migrants are looking less for a life out of say. Boeth Tarkington or Norman Rockwell—equidistant from the Neil Carbraidities of the city and the brutalities of nature. As a refugee from Los Angeles, believes that he has found the great in Lexington, Ky, typo, 1872.00. Lexington, with a Diemen in Lexington, Ky, typo, 1872.00. Lexington, with a Diemen in Lexington, Ky, typo, 1872.00. Lexington, with a Diemen in Lexington, Ky, typo, 1872.00. Lexington, with a Diemen Lexington

The Careys, living on a much reduced income, have gladly settled for a more modest style of life—one five-year-old Dodge, a \$15,000 house that they have renovated, an occasional movie and dinner out, camping, and work in the Unitarian Church. Also, says Carey, "The been to city council meetings here. If a never been to the city council in L.A. And here I feel as if I and my children can grow with the town and develop along with it:

A rising phenomenon is the return to small conview of matters who had delt years ago to seek their fortunes in the clicks. Don Schaaf, 38, had left his native McCook, Neb, for Chicago and a bejo in advertising. Five years ago, depressed by crime and what be cults the treadmill to oblivion. The returned to the southern and what he cults with the returned to the southern and what he cults with the returned to the southern and what he cults will be considered the control of the returned to the southern and will never that the cult may be considered to the control of the cults will never have to leave McCook ago in here till read that the will never have to leave McCook ago. The mere till return and the cult may not be a control of the cults of the cult

Others, like Arnold Berman, 45, have spent most of their lists in big cities and are taking a calculated gamble on small-town life. Unhappy with Los Angeles, where he worked as an executive for an aerospace company, Berman and his wife picked

WHERE THEY'RE GOING

WHERE THE

## The more you know about life insurance, the more your agent can help you.

- · He'll probably save you money.
- · Your family will have a better plan.
- · You'll understand why you bought the policy you did.



Buying the right life insurance program can be a complicated matter. So the more you know and the better you communicate your needs to a life insurance agent, the better job he can do in providing protection and security for your family.

To help you become better prepared to discuss life insurance with your agent, The Bankers Life of Des Moines has put together two booklets. One talks about the different kinds of policies and their features without trying to influence your choice in any way. The other shows you how to compare companies and their costs. Neither booklet quotes prices - ours or anyone else's -but they will make you knowledgeable enough to help you help your agent do a better job for you.

The coupon brings you both booklets free by mail. Unless you ask, no one will call. We figure the more you know, the more likely you are to call us.

Please mail me copies of your booklets on how to be an informed life insurance buyer.		
Name		
Address		
City		
State		

THE BANKERS LIFE





POTTERS WORKING NEAR THEIR KILN ON FARM AT CROW, ORE

WOMAN BLACKSMITH IN MONTROSE, COLO An effort to be independent, to escape both the strictures and the aimlessness of metropolitan life.

up three years ago and moved to Lawrence. Kans. He has earned a law degree from the university there and is now in private practice. Says he: "It's amazing how quickly you can make friends, and things seem to work better here. There is more concern for local rather than national problems, more of a feeling of isolation, like those terrible things are happening a long way away. Dr. Suzanne Graham, a San Francisco anesthesiologist, found

her haven in the lovely Victorian city of Santa Rosa, about 60 miles north of San Francisco. Santa Rosa's population has doubled to 60,000 in the past 15 years, but the city, nestled in the California wine country, has maintained a small-town flavor. Last year, caught up in the malpractice-insurance crisis and the standard aggravations of the city, Dr. Graham took a job at a Santa Rosa hospital and found a small house in what used to be an olive grove. Among other things, she has discovered that because a small town allows closer relations between doctors and patients, the risk of malpractice suits is much smaller. "I would never go back to the city," she vows. "In San Fran-

cisco you have a sense of the deteriorating quality of life. All the civility of that city is gone. I had to be escorted to the hospital parking lot when I worked late at night." In the city she found some serenity in transcendental meditation. In Santa Rosa she hardly needs it at all.

Chester and Rhoda Bernie went to Santa Rosa recently from Los Angeles, where he sold insurance for years. In L.A., says Bernie, "there were fights on the street and parents didn't care. Our kids at school got beat up and their money taken away. But that kind of thing doesn't happen here. Kids play, but there is no violence." In Santa Rosa, the Bernies have absorbed more culture than they ever did in Los Angeles. The community turns out solidly to support the semiprofessional 75-member symphony orchestra. When Angela Davis or Jack Anderson speaks at the local college campus, it is an event; everyone comes.

"Taking the time" is a constant theme of city people moving to small towns. They are almost bewildered that the townspeople have the time, and are willing to use it, to be helpful. After Mrs. Bernie made only two visits to the local Sears, Roebuck store, a clerk remembered her name, her children's ages and clothing sizes. Other assets: fruit and vegetables bought from neighboring farms, including a wonderfully fresh local apple juice. Down in Los Angeles, says Bernie, "socially you had to have a swimming pool. Here everyone goes to the Y." In Los Angeles, "you could never get away from the freeway roar. Here, there is silence. And you see the stars when you go out at night.

Many of the migrants are following the job market as more and more companies depart the cities. Since 1970, employment in all major industries except government has grown at a faster rate in rural counties-which include towns and small cities -than in large urban areas. Again, most of the movement is to the South and West. New York's Fantus Co., which advises corporations seeking to relocate, figures that those regions will account for 55%-60% of the new manufacturing employment over the next year. One reason: more than half of all new plant construction and expansion has been going on in those areas instead of the populous North and East. Fantus Chairman Leonard Yaseen expects the industrialization of the Sunbelt to accelerate "because as the plants in the Central States and the Northeast become more and more antiquated, management will think twice before constructing facilities in those areas."

ndustries have moved into the South and Southwest in part because taxes are relatively low, unions relatively weak, heating and other maintenance costs modest. Three years ago Electro Corp., a manufacturer of electronic controls for industry, moved from Niles, Ill., to Sarasota, Fla. Chairman Richard Crossley found that taxes and plant costs were considerably lower in Sarasota, that his payroll was 15% smaller because of a lower wage scale, that the productivity of his workers was higher. Electro brought 14 key people and their families from the Chicago area and started up anew. Says Crossley: "Only one person was hesitant about moving, and he has turned out to be the biggest Chamber of Commerce man in Sarasota. There's no state income tax, no estate tax, a 4% sales tax v. 5% in Illinois." Crossley now sails a 16-ft. sloop, has fewer colds and, when he consults the books, is happier still: the company has been more profitable.

The newest corporate convert to Sarasota is Snelling & Snelling Inc., the nation's largest employment agency (525 franchises. \$40 million in revenues). Chairman Robert O. Snelling weighed corporate taxes, plant cost and maintenance before moving from the Philadelphia area, "Why be in Philly," he asks, with the rotten weather, the rotten taxes and everything else? It's beautiful here." Roughly the same logic applies throughout the Sunbelt. The W.A. Krueger Co., one of the larger printing firms in the U.S., moved a year and a half ago from the chill Milwaukee area to Scottsdale, Ariz. Says one company official: "We all feel we have significantly improved our life-style

The number of FORTUNE 500 companies that are based in

# Money can't buy the car-buying facts you'll learn in this free book.



Times are changing. This time you have different concerns. Inflation. Gas prices and mileage. The cost of maintenance.

Because of this, you have to know a lot before you buy a new car today. And Ford Motor Company wants you to know a lot.

So we'll give you something money can't buy. A free 128-page book that will help you choose the right car for these times and your needs.

It's the 1976 edition of "Car Buying Made Easier." Millions have read and learned from previous editions. Because there's no consumer guide quite like it.

Part I is about cars in general — styles, engines, options — advantages as well as disadvantages. And these facts apply to any make of car you buy. For example, where else could you find the pros and cons of full-size, mid-size and smallsize cars?

> Part II tells you about our cars, the 1976 Fords, Mercurys, Lincolns — models, features, specifications, options. And prices.

You haven't read a better, more helpful book lately. Just fill out the coupon for your copy. It's free.



P.O. Box 1976, The Amer Dearborn, Michigan 4812	ican Road AW			
Please send my free copy of "Car Buying Made Easier.				
Mr.   Mrs.   Miss	Ms Dr			
NAME	PHONE			
ADDRESS	APT. NO.			

Ford Motor Company Listens

## EVERY NIGHT FATHER BOWEN PRAYS FOR AN ANGEL.



Father Bowen, President of St. Ignatius College Prep, really needs an angel. Many angels to back his school financially. Because a great reputation is expensive. To continue as one of the finest schools in the nation. St. Ignatius must have been also also the finest schools in the nation.

the finest schools in the nation, St. Ignatius must have help, St. Ignatius boys' school stands unique in Chicago's inner city since 1870. The landmark school was saved from the Chicago Fire. It, in turn, saves good minds from a ghetto dectiny and saves suburban and city affluence from a ghetto of the mind.

The academic excellence this school has achieved is exceptional, St. Ignatus puts a dash of every ethnic group in the blender of learning and succeeds — magnificently. Just about 100% of the students are accepted to the best colleges and universities. And St. Ignatius constantly beats out most other schools for National Metri Scholarships.

Most schools have a legend or two. St. Ignatius is loaded

with legends. Mayor Daley's two sons attended St. Ignatius. As did Mayor Carter Harrison. And Daniel Lord.

Legends of justice: House Speaker William A. Redmond, former U.S. Attorney Thomas A. Foran, U.S. District Court Judge Frank J. McGarr, to name a few. Legends of show biz. Comedian Bob Newhart is an alumnus. So was the first cowboy in movies, Tim (Tex) McCoy. And there's no business like good businessmen. James J. O'Connor, vice president of Commonwealth Edison Co., is another example of St. Ignatius.

St. Ignatius. The 106-year-old wooden floors creak. Latin chants echo down halls. Antique test tubes grace the physics lab. And the only thing time conquered was the ruthless recession that has squeezed the till.

Yet St. Ignatius remains hopeful. Productive. And, above all, believing. Won't you be an angel and help?

Send contributions to: St. Ignatius College Prep 1076 W. Roosevelt Road Chicago, Illinois 60608

Room 100

BE AN ANGEL. HELP ST. IGNATIUS.

You'd have to take both Contac and Bayer aspirin

...to get all the colds relief in Dristan alone.

	BAYER	CONTAC	DRISTAN
RUNNY NOSE		~	1
CONGESTION		1	1
SNEEZING		~	1
HEADACHE	1		1
SORE THROAT PAIN	1		1
FEVER	1		1



COLDS 5 HAY FEVER SINUS CONGESTION



Enjoy smoking longer without smoking more.

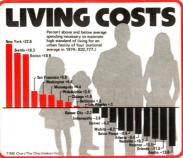
Saratoga 120's. Rich, full-flavored cigarettes tailored longer and slimmer than 100's. You get extra smoking time, extra smoking time, extra smoking more cigarettes. Cost no more than 100's. Regular or menthol, crush-proof box.



Saratoga 120's

O Philip Morris Inc. 1976

Regular: 17 mg. 'tar,' 1.0 mg. nicotine—Menthol: 15 mg. 'tar,' 1.0 mg. nicotine av. per cigarette, FTC Report Nov. 75 Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



the South and West jumped from 75 in 1964 to 112 in 1974. Yet the movement to smaller cities takes in all regions. The Book-ofthe-Month Club has relocated its operations from New York to Camp Hill, Pa.; General Electric's corporate headquarters is now in Fairfield, Conn.; the Simmons Co. moved from New York to Norcross, near Atlanta; and Greyhound changed its headquarters from Chicago to Phoenix Employees who made the move are usually happy with their

new lives. Others who relocate on their own often have to take pay cuts, but in most cases they find that the dollar goes further. People in the South and West spend comparatively less for taxes, housing, fuel, clothing and most services. The Bureau of Labor Statistics estimates that the cost of maintaining a high standard of living for a family of four in New York City is 33% higher than in Houston or Nashville. Air conditioning has made the long, hot summers bearable. And for some people, the way of life -a moderate climate, plenty of outdoor activity, the residual Southern graces-is an attractive alternative to the iron chill of the North.

Accountant Ed Kraujalis and his wife Mildred, both 27, left New York City a year ago for Cape Coral, Fla., a community that did not exist in 1960 and still does not show on most maps. Now it has 24,000 inhabitants. The Kraujalises paid \$4,500 for a lot on a canal and have started work on a \$33,000 house. Terms: 20% down and a 6.5% mortgage. "It would have cost twice that to build the same house in New York City, says Kraujalis. So many other people have discovered Cape Coral and nearby communities that the Fort Myers area, of which it is a part, is the nation's fastest-rising community. Since 1970, population has grown more than 46%, and it is now 154,000

Temple, Texas, is another fast-growing community. Sixty plants have opened in the area, in part because the city (pop. 41,500) lies at the hub of a wheel with spokes extending to Dallas, Fort Worth, Houston, Austin and San Antonio. Some of the residents there feel as if they are part of a migration within a migration. "My wife would slit her throat if we had to move back to Houston," says Gene Bishoff, manager of the 700,000-sq.-ft. Western Auto Supply distribution center. At first she did not want to leave Houston, where they had lived for 25 years, but now, says Bishoff, "we feel like we've died and gone to heaven. We love it here. The people, the friendliness, the ease of doing business. The class and caliber of people you get to work for you is so much better.

Some political analysts believe that the growth of population and economic power in the South and Southwest portends a dominance of Sunbelt conservatism in the nation. One proponent of the theory is Social Historian Kirkpatrick Sale, author of Power Shift, The Rise of the Southern Rim and Its Challenge to the Eastern Establishment. Sale argues that the Sunbelt is becoming the increasingly influential repository of "the three Rs"-rightism, racism and repression.

hat is an especially simplistic-and insulting-theory of regional determinism. Deservedly, the Sunbelt is making itself heard more on the national scene. Half of the declared presidential candidates are from the Sunbelt, but they range across the political spectrum from conservative to moderate to very liberal: California's Ronald Reagan, Alabama's George Wallace, Georgia's Jimmy Carter, Arizona's Morris Udall, Oklahoma's Fred Harris and, until they dropped out, Texas' Lloyd Bentsen and North Carolina's Terry Sanford. After the 1980 census, if the current population shifts continue, the states of the South and West will increase their total congressignal representation from 210 to 225 seats. The states of the Northeast and Midwest will lose 15 of their seats, declining to 210. Yet the old Southern conservatism is losing some of its







A LONELY SIGN IN A FIELD NEAR SMITHVILLE, TEXAS (POP. 2,959) MAY BE PROPHETIC IF MIGRATION TO THE SUNBELT CONTINUES

It is the last march of expansionism, the old American idea that all mistakes are cancelled by the horizon, by moving out.

force, for reasons that have to do more with actuarial necessity than with migration. The Southern barons in Congress, the men re-elected term after term so that they could use the seniority system to maintain power, are retiring or dying off. Most of the leaders of the potent Senate committees are from far outside the Sunbelt: Humphrey of Minnesota, Muskie of Maine, Kennedy of Massachusetts, Church of Idaho, Proxmire of Wisconsin.

If Americans are growing more conservative, that cannot be blamed on just one region. The political views of Americans depend far more on their occupations and on their racial and ethnic backgrounds than on where they live. Political Analyst Scammon, former director of the Census Bureau, observes: "If a plumber decides to move from East Orange, N.J., to Galveston, Texas, he is likely to continue voting the way he has been voting, assuming he continues to work as a plumber in Galveston." The newcomers tend to bring their political baggage with them.

In many ways, the migrants from the North and the East are helping to alter the character of the South, which is becoming both more sophisticated and more homogenized. On the whole, Yankees who move there find themselves welcomed. mostly because they bring new money, skills and opportunity with them. At the same time, the South is changing the carpetbaggers in a number of respects. Sometimes there is no Southerner more given to Southern style and sense of place than the Confederate from, say, Chicago-the Yankee Good Ole Boy

Whatever economic advantages they bring, however, the newcomers sometimes threaten to perpetuate in new territory many of the offenses of urban sprawl around the big cities. Especially in many communities of the Sunbelt, oldtimers have grown bitterly aware that the massive invasions have overloaded public services, overwhelmed police and fire departments. water supplies and sewage systems.

The 29 new "developer cities" just to the west of Fort Lauderdale have encountered the dark underside of extravagant growth. The recent recession slowed the boom, leaving the skeletons of half-completed communities and a number of bankrupt builders. Now, says Fort Lauderdale Mayor E. Clay Shaw, "we have gone to enforced land-use planning at the county level. We've put population caps on certain areas. We've stopped bargaining among landowners. There have been some building moratoriums because of overworked sewerage facilities

Scottsdale, Ariz., which has had a population growth of 25% in the past five years, is trying to slow development. To control the often haphazard designs of businesses, apartments and condominiums, the town now requires that a development review board approve all buildings except single-family homes. Mayor William Jenkins likes to speak of this deliberate slowdown as "the Scottsdale syndrome-let's let the town remain the same as it was when I came here." Similarly, Petaluma, Calif., a small agricultural community that has grown by nearly 50% in the past eight years, recently won a legal battle over its fairly new policy of slow, planned growth instead of wide-open development

Another and in some ways more urgent problem is what the new migrations are doing to the big industrial cities, especially those of the Northeastern quadrant. They are hemorrhaging Economist Thomas Muller of the Urban Institute in Washington lists nine "municipal danger signals." Among them: substantial long-term outmigration, loss of private employment, high debt service, high unemployment, high tax burden, increasing proportion of low-income population. The cities displaying those danger signals are Buffalo, Boston, Cleveland, Detroit, Newark, New York, Philadelphia and St. Louis. Others that are better off but still in trouble are Cincinnati, Chicago, Baltimore, Pittsburgh, New Orleans, San Francisco, Milwaukee and Seattle.

It is possible to be too apocalyptic about the big cities' prospects. They still have tremendous force, and the bulk of the naion's industry and financial power. But the migratory trend is disturbing to people who have a stake in the big old cities. The automobile has in many ways rendered them obsolete. Along the highways circling them have arisen "ring cities," shopping centers, medical complexes and the rest, which provide the services that long gave the central city its raison d'être

or the big cities, the cycle is as depressingly vicious as it is familiar. Businesses decamp; the young, the middle class, the skilled, the well educated flee; the tax base erodes. So taxes go even higher, driving out still more productive, wage-earning families. Says George Sternlieb of Rutgers University's Center for Urban Policy Research: "We have no experience in shaping decline. No graceful way of shrinking a city. We don't know what to do with people left in a city for whom there are no job opportunities." Although the solutions are elusive, it is clear that the cities would be helped by an expanding economy and by a federal takeover of budget-busting social services, mainly welfare

While cities struggle with their problems, the receiving areas of the Sunbelt and the countryside do need not some grand federal plan but a cooperative effort among citizens, business and local government to assure sensible and orderly growth. Without that, the shelf life of the new American life-style could wind up being roughly that of a Big Mac. Careful zoning will help, of course, along with a willingness to tax the people sufficiently to pay for necessary public services. As taxes rise, the flow of new migrants may decrease. A dilemma is that those rising taxes will place increased burdens on the many retired people, living on fixed incomes, who have deliberately selected the smaller communities for their moderate cost of living.

The U.S. is more than ever a nation of immigrants, and the w, internal migration is a pursuit, as much psychological as geographical, of the remaining pockets of Frederick Jackson Turner's frontier. The migration is also the last march of a kind of expansionist privilege: the old American idea that all mistakes are canceled by the horizon, by more room, by moving out. Great population movements are hardly unique in a nation that was built by its restless energy. Never before, however, have so many Americans been able to change their lives quite so quickly, and to base their decisions about where to live on the amenities they desire. Americans undoubtedly will continue to make such choices well into the '80s. The age group that likes to move the most is between 25 and 29. Since the peak year for births in the U.S. was 1961, when 4,350,000 children were born, the biggest outward surge is yet to come.

Simple facts everyone who owns a home, car or business should know

# How to Get the Best Insurance Buy for Your Money.

The best way to get a true bargain on insurance is to shop for it. But there are more than three thousand companies selling insurance policies to protect homes, cars and businesses, and it isn't practical for you to check each and every one.

That's why it's a good idea to consult an independent insurance agent. An independent agent does not work for an insurance company. He works for you. Which means he can plan the coverage that protects you best. And then place it with the most suitable of the several insurance companies he deals with.

Many people make the costly mistake of assuming that insurance policies are all the same. The truth is, they are not. Not only does the quality of coverage vary from policy to policy, but the cost often varies too.

Remember that price is not the only basis for selecting your coverage. A company's reputation for service and claims payment is critical.

And if you have a claim, your in-

dependent agent is in a position to support you. To be on your side in helping you obtain a just, equitable settlement, Promptly.

Because he is a self-employed local business man, an independent agent knows his responsibility is to his customers. His success is based on serving his customers in three key areas:

- 1. He provides the best insurance coverage at the lowest true cost
- 2. He is available day and night to respond to your needs.
- 3. He handles all types of insurance, and deals through strong, reliable companies.

To make sure you have an independent insurance agent on your side, look for this

symbol or consult your Yellow Pages. If he can't help you, nobody



# THE LAW

# Who Is a Public Figure?

In matters of libel, public figures are not as other mortals, according to the U.S. Supreme Court. In a series of cases since 1964, the court has ruled that a public figure cannot collect libel damages without proving that "actual malice" was involved in the publishing of inaccurate and defamatory material. Actual malice, said the court, means publishing with knowledge that a statement is false or with "reckless disregard" of whether it is false or not. The average person, on the other hand, must show only that the publisher of such material was guilty of "some type of fault," as would be found in a negligence case. The point, the court said, is to accommodate the First Amendment by giving publishers some legal "breathing space" in reporting on public figures.

But who exactly is a public figure? The high bench has recently taken a narrow view of the definition, and last week, it did so again. In 1967 Millionaire Russell A. Firestone Jr., now 49, finally won a Florida divorce from his third wife, Mary Alice Firestone, now 40, after a much publicized trial that went on intermittently for 17 months. TIME reported in MILESTONES that his divorce had been granted on grounds of "extreme cruelty and adultery." But while the judge's decision did allude to claims of extramarital escapades by both partners, he did not clearly identify the grounds. Mrs. Firestone was awarded alimony, which Florida law bans if the grounds for a divorce include adultery. She sued Time Inc. for libel and won a jury verdict of \$100,000 for her mental anguish and suffering.

But she did not prove the magazine had acted with "actual malice" publisher therefore asked the Supreme Court to throw out the libel judgment because the Palm Beach socialite was a public figure who was often in the newspapers, subscribed to a press clipping service, and even held press conferences during the long divorce fight. William Rehnquist, joined by four other justices, was unpersuaded. Mindful of the public "need for judicial redress of libelous utterances," Rehnquist held that Mrs. Firestone "did not assume any role of especial prominence in the affairs of society, other than perhaps Palm Beach society, and she did not thrust herself to the forefront of any particular public controversy in order to influence the resolution of the issues involved in it.

Rehnquist also declined to require the "actual malice" test in all cases involving coverage of judicial proceedings. The majority did send the case back to Florida courts for a determination on whether the magazine had acted "with fault." Meanwhile, journalists everywhere are now on notice that people who attract the sort of public interest that does not involve a true "public controversy" will be treated under libel law just like the average private citizen.

# **Briefs**

▶ Business had been rippingly good, so the proprietor of P.F.F. Inc., a front for a fencing operation in Washington, D.C., decided to throw a party for customers to celebrate five months of successful traffic in stolen goods. But to the dismay of the purse snatchers, car thieves and assorted other heist artists who showed up for the blast, P.F.F. Inc. turned out to stand for Police-FBI Fencing Incognito, the largest and most successful undercover undertaking in the city's history. Last week when the party was over, 126 people had been arrested. among them an assistant federal prosecutor accused of taking bribes to protect the fences. During the five months, undercover police had paid \$67,000 for \$2.4 million worth of stolen goods: the take included cars, stereos, TV sets, firearms. 140 typewriters, a bundle of Government checks worth \$1.2 million, 1,500 credit cards, a truckload of 300 hijacked air hockey games and a heart-lung re-suscitator. The police and feds had video-taped every transaction, and even got the unsuspecting sellers to show drivers' licenses or other identification. ("We told them we had to be sure who we were dealing with," said one officer.) The imaginative ploy, which was similar to one in New York City a year ago, paid an added dividend: many of the customers tried to impress the supposedly



OFFICERS CHECK WASHINGTON HAUL
The party was a bust.

Mafia-connected fences with tales of crimes they had got away with. Their boasts—plus the loot—have led to 10.000 investigations including murder, bank robbery, hijacking and mail theft.

- ▶ When the three young men returned to their Brooklyn apartment after a night of drinking in 1973, an argument ensued over when Joseph Bush would pay his share of the rent. Bush pulled a .38-cal. revolver and shot Michael Lawrence Geller three times in the chest. Bush then allegedly threatened Melvin Dlugash, who Bush feared would be a witness unless he, too, were involved in the crime. So Dlugash fired five shots into Geller's head from his own .25-cal. pistol. Bush drew five to ten years after pleading guilty to manslaughter, but Dlugash went to trial and got up to life. Last week an appeals court decided that Dlugash should go free because the prosecution had not proved "beyond a reasonable doubt" that Geller was still alive when Dlugash fired his own potentially fatal bullets.
- New Jersey Receptionist Marlene Blum was not amused. Seven fellow employees at North Jersey Lithographers had hired one of those professional piethrowing agencies to hit Mrs. Blum with one of their confections last May, Mrs. Blum hit back, pressing charges against the two pie pitchers, who pleaded guilty to assault and were fined \$50 each. The pie-galled Mrs. Blum also brought a civil suit claiming she suffered a burning sensation in her eyes, had to quit her job and became so nervous she had to see a psychiatrist. Now the seven jokesters have agreed to pay her \$5,000, which presumably gives her reason at last to lick her lips





# SEE HOW MUCH MONEY A PHILCO COLD GUARD REFRIGERATOR CAN SAVE YOU ON ELECTRICITY

For example, over the average life of a refrigerator (15 years) you can save up to...

@ \$.089 per KWH **\$ 590.40** in Rochester, N.Y. @ \$.040 per KWH \$1313.64 in New York, N.Y. @ \$.054 per KWH \$ 590.40 in Youngstown, Ohio @ \$.040 per KWH \$ 797.04 in Philadelphia. Pa. \$ 575.64 in Buffalo, N.Y. @ \$.039 per KWH \$ 767.52 in Hartford, Conn. @ \$.052 per KWH \$ 767.52 in Springfield, Mass. @ \$.052 per KWH \$ 575.64 in Greenville, N.C. @ \$.039 per KWH \$ 738.00 in New Haven, Conn. @ \$.050 per KWH \$ 575.64 in Huntington, W.V. @ \$.039 per KWH s 723.24 in Richmond Va @ \$.049 per KWH \$ 575.64 in Orlando Florida @ \$.039 per KWH \$ 708.48 in Norfolk Va. @ \$.048 per KWH \$ 560.88 in Houston, Texas @ \$.038 per KWH \$ 664.20 in Baltimore, Md. @ \$.046 per KWH \$ 560.88 in Los Angeles, Calif. @ \$.038 per KWH \$ 649.44 in Tampa, Florida @ \$ 044 per KWH \$ 546.12 in Bismarck, N.D. @ \$.037 per KWH S 649.44 in Toledo Ohio @ \$.044 per KWH \$ 546.12 in Little Rock, Ark @ \$.037 per KWH \$ 531.36 in St. Louis, Mo. @ \$.036 per KWH \$ 634.68 in Detroit Mich. @ \$.043 per KWH \$ 634.68 in Kansas City Mo. @ \$.043 per KWH \$ 516.60 in Salt Lake City. Utah @ \$.035 per KWH \$ 634.68 in Washington, D.C. @ \$ 043 per KWH \$ 501.84 in Cincinnati, Ohio @ \$.034 per KWH @ \$.042 per KWH \$ 501.84 in Raleigh, N.C. @ \$.034 per KWH \$ 619.92 in Waterloo, lowa \$ 487.08 in Atlanta, Ga. @ \$ 033 per KWH \$ 605.16 in Jacksonville. Fla. @ \$.041 per KWH @ \$.032 per KWH \$ 605.16 in Sioux Falls, S.D. @ \$.041 per KWH \$ 472.32 in South Bend, Ind. \$ 590.40 in Evansville, Ind. @ \$.040 per KWH \$ 442.80 in Mobile, Ala. @ \$.030 per KWH

(In high or low humidity areas, actual savings may be more or less.)

@ \$.040 per KWH

It sounds too good to be true, but it is true. Every Philoc Cold Guard Refrigerator uses less electricity than comparable models from any manufacturer listed in the Sept. 1975 AHAM Directory, with their electric anti-condensation heaters on at least 50%

\$ 590.40 in Portland, Maine

of the time. So you'll save money. That's because only Philo refingerators were catually re-engineered to give you all three of these important energy sover the second of the catual second of the ca

condensation system.

\$ 428.04 in Sheridan, Wyo.

Actual savings may vary depending upon climatic conditions, individual usage and electric rate changes. Savings shown are based on estimated residential electricity costs and consumption.

For a free booklet that will let you figure out just how much you can save in your area write: Aeronutronic Ford Corporation, MS 84. Blue Bell, Pa, 19422

@ \$.029 per KWH

gs, based an costs in effect during October 1975, represent

Gourd Model RD19FB Code 120 compared with the energy

compared with the energy

consumption of comparable size and type models of three leads
brands as listed in the Sept. 1975 Directory

of Certified Refrigerators and Freezers

iblished by the Association of Home Appliance anulacturers (AHAM). Comparisons show that R01978 uses 31% to 45% less electricity decomparisons for competitive models with antiindensation heaters are based on average.

THE REFRIGERATOR THAT HELPS PAY FOR ITSELF

STOCK MARKET

# A Shower of Dividends for Investors

Although stock prices remain stuck a bit below 1,000 on the Dow Jones industrial average, most Wall Streeters still think it is only a matter of time before the barrier crumbles and the U.S. economy continues its comeback. In back-and-forth trading last week the Dow average closed at 972.92, about even with the previous week's close. Simultaneously, however, the nation got some of the best news yet about prices and jobs. The wholesale price index in February dropped .5%; it was the fourth straight month in which that key indicator has either held steady or gone down. Even better, the unemployment rate fell to 7.6% in February, from 7.8% in January and 8.3% in December

Corporate chairmen and presidents are behaving as if they expect both profits and stock prices to keep going up U.S. companies will probably schedule 513 billion worth of new stock issues for 151 billion worth of new stock issues for 152 billion worth of 152 bi

During January and February, 454 dividend increases were announced, v. 226 in the same months a year earlier. Among them: R.H. Macy, Federated Department Stores, Bank of America, Carnation, American Brands, General Foods and Owens-Illinois. The most notable boost was by American Telephone

and Telegraph, which has more sucholders (0.22) 6000 than any other U.S company, A.T.&T surprised Wall Street Last month by raising its quarterly dividend on each share a dime to 95¢, double the increase that analysts had expected, A.T.&T s profits actually declined slightly from 1974 to 1975, but Chairman John D. deButt explained that the increased dividend "reflects the that the increased dividend "reflects or continuing recovery and in our own business prospects."

Outpacing Inflation. The increases point up a major, though often unnoticed, attraction of stock purchases: dividends throughout the '70s have been rising rapidly enough to keep most stockholders' income from their share holdings ahead of inflation. Although stock prices themselves dipped sharply during that period, dividends paid by U.S. corporations soared from \$22.9 billion in 1970 to \$32.8 billion last year: that 43% rise outpaced a 36% climb in the consumer price index. This year Economist Irwin Kellner of New York's Manufacturers Hanover Trust expects dividends to go up about 8%, well ahead of the anticipated 6% rate of inflation.

Behind the current surge in dividends is a desire by many companies to make their stocks more attractive, thus allowing them to raise money by issuing new stock instead of by bonds or other debt securities. Debt financing swelled considerably during the past five years as stock prices fell to levels so low as to make new issues virtually impossible to market. Many stocks are still selling far below their record high prices, and a dividend sweetener is seen by many corporate finance officers as a way to increase demand.

The growing interest of investors in dividends contrasts sharply with the atmosphere of the bull market of the '60s Professional money managers then concentrated on price appreciation and ignored dividend yields. The star performers of those days-Xerox, Polaroid and other so-called glamor issues-paid little in dividends, yet held out the promise of higher profits and prices in the future. Now the high flyers' wings have been clipped and such laws as the Pension Reform Act of 1974 mandate a new prudence among managers who invest other people's money. Dozens of "index fund" managers now buy high-dividend stocks and merely try to match or slightly exceed increases in such popular price indexes as Dow Jones and Standard & Poor's

Last week Canada Southern Railway Co., a Penn Central subsidiary, declared a 560 dividend—larger even than the 541 price of the stock itself—apparently to keep a 59 million cash reserve fund out of the hands of Conrail, the Government corporation that takes over rupt railroads on April 1. A company spokesman said the timing of the divsidend was coincidental but implied that







# Vega.The three-way economy wagon.

# Five-year, 60,000-mile engine guarantee.

This engine guarantee is for five years or 60,000 miles. whichever comes first. It's an added value feature included in all 1976 Vegas equipped with Dura-Built 4-cylinder, 140-cubic-inch engines. It means that should something go wrong with the engine your dealer will fix it free. This limited warranty covers repairs to the cylinder block, cylinder head, all internal engine parts, intake and exhaust manifolds, and water pump, made necessary because of defects in material or workmanship. It does not cover repairs required because of accident, misuse, or lack of proper maintenance. See your Chevy dealer for a complete guarantee statement.

# 35 mpg highway. 24 mpg city. EPA ratings.

These ratings are for Vega wagons equipped with the standard Dura-Built 140-cubic-inch 1-barrel

140-cubic-inch I-barrel engine, 3-speed manual transmission, standard rear axle. Another popular combination, the available 140-cubic-inch 2-barrel engine with 4-speed manual transmission and standard rear axle, has an EPA rating of 35 mpg highway, and 23 mpg city. These test cars were not equipped with air conditioning.

Remember: These mileage figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your car's condition and available equipment. In California see your Chevy dealer for EPA mileage figures and power train availabilities

# 3. Lowest priced '76 wagon built in America.



Based on a comparison of Manufacturers' Suggested Retail Prices, you won't find a lower priced wagon built in America than the base Vega Wagon model shown above. Its price includes the standard 140 1-barrel engine. Tax, license, destination charge and available equipment additional.

If you're looking for an economical way to get room for four plus extra carrying space, see your Chevy dealer about a Vega wagon.

Chevrolet, America's Family Station Wagon Builder.





# There are still some things Americans know how to do best.

One of the things Americans do best is build a phone system.

You see, the invention of the telephone didn't stop with Alexander Graham Bell. It just started.

What we've done in the 100 years since has put the world at your fingertips. So you can reach the one phone you want out of the 140 million in this country alone.

Today, we're building parts of your phone

and the things that make
it work—atom by atom in
special manufacturing
areas like the Western
Electric "clean room"

eas like the Western
Clectric "clean room"
above.
Working with
Bell Labs and your
phone company,

we make sure that all these parts work together in a delicately-balanced coast-to-coast network

of more than a trillion parts. And because you're making more and more calls every day, we've created entirely new communication systems.

Like our latest electronic switching machine that will provide you with even faster, more reliable service by routing more than 550,000 long distance calls an hour. Actually, nearly half the things Western Electric will make this year didn't exist just five

years ago. (Even the standard telephone that you probably think never changes has

had virtually every major part improved since 1972.)

Improvements like these don't just happen. The Bell System

We've been moking Bell telephone equipment since 1879.

The Bell System invests more than 750 million dollars a year in research and development since 1879.

opment to meet your communication needs reliably and economically. Which is why America has the best telecommunica-

has the best telecommunications system in the world. One Bell System.

One Bell System.
It works.
And we're part of it.





### **ECONOMY & BUSINESS**

Conrail was entitled only to the railroad's physical assets and not the calsreserve fund. The payout faces a certain court challenge, Conrail had made it clear that it would block any attempt to transfer assets from the bankrupt railroads to private shareholders.

# POSTAL SERVICE

# A Search for Deliverance

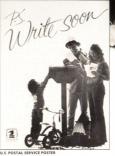
As the commercial flashes on the screen, a schoolboy is opening a letter from his grandmother. He begins to read, and the scene shifts slowly to an elderly lady in a distant city smiling at a photo of her grandson. A voice-over intones the message: "P.S., write soon. That bit of soft-sell-strongly reminiscent of AT&T's familiar telephone commercials-is now being test marketed in Atlanta. Minneapolis-St. Paul and Columbus. It is part of an experiment by the U.S. Postal Service to boost revenues by getting more people to use the mails. The unusual TV promotion is the latest effort by the embattled Postal Service to lift itself out of financial trouble that seems to grow more severe with each passing month.

The service, a quasi-independent corporation that replaced the old politically dominated Post Office Department in 1971, has had money problems ever since it was created. Today, the woes of the service have reached such alarming proportions that postal officials in Washington are privately discussing the possibility of an outright financial collapse in a year and a half. One of the bleakest assessments yet of the service's future is contained in a speech this week by Postmaster General Benjamin F. Bailar before the Economic Club of Detroit. Unless drastic changes are made in the way that Americans send and receive their mail, Bailar warned, "we are heading for poten-

tial disaster Slumping Volume. Bailar's fears are well founded. Inflation has kicked up the service's operating costs at the same time that recession and rate increases have reduced mail volume for the first time since the Depression. Volume, which hit a peak of 90 billion pieces in 1974, dropped by 1% last year and is expected to slump to about 84 billion pieces over the next five years. Mailings will be held down in the future by, among other things, the expanding use of electronic funds transfers. The Social Security Administration is already crediting some payments to recipients' bank accounts instead of mailing checks to homes. Newspapers. magazines and other mass-volume mailers are seeking to cut costs by using private carriers

Despite a current annual budget of \$14.2 billion and a recent rate hike that averaged 26% on all classes of mail, the service will post a deficit of \$1.4 billion this fiscal year, which ends June 30. To make ends meet, the service wants Congress to double its present \$920 million annual public service appropriation. The Administration is opposed to such an increase contending that mail users should pay for rising costs. Some Congressmen who want to return to the old post-office system note that the Postal Reorganization Act of 1970 insists that the service strive to be self-supporting.

In his speech, Bailar contends that the Postal Service has tried to cut costs and improve productivity wherever possible. The service is redrawing letter carriers' routes to equalize the work load, forcing employees to move from over-



U.S. POSTAL SERVICE POSTER
staffed offices to understaffed ones, thus
reducing the need for overtime and saving an estimated \$600 million a year.
But even more drastic measures are
needed, says Bailair: The public must either pay for the growing price of traditional sorvices or be willing to give up
ditional sorvices or beauting to give up
the property of the property of the property of the
three traditional services.

 Six-day-a-week delivery. Postal authorities have for some time been considering the possibility of dropping deliveries on Saturdays at an annual saving of \$350 million.

2) Door-to-door delivery. If mail could be dropped at curbside mailboxes instead of directly at the front door, the letter-carrier force could be reduced at a substantial saving. Such a move would unquestionably run into fierce opposition from the 230.353-member National Association of Letter Carriers.

3) Maintaining a large number of little-used post offices. A study last year by the General Accounting Office, Congress's financial watchdog, found that up to 12,000 of the service's 31,000 post of-



POSTMASTER GENERAL BAILAR Well-founded fears.

fices could be shut with no loss in efficiency. In the last year or so, Bailar has closed or consolidated to so, Bailar has closed or consolidated to a with brought against the agency by 51 Congressmen, a federal district judge ruled that the postal Service could close post offices as long as it followed certain, required procedures, and the postal Service could close and the postal Service could close and post offices as long as it followed certain, required procedures, and the postal Service could close and post offices as long as it followed certain, required procedures, and the post of the post

Democrat, says he will continue the fight to block further closings of small post offices.

Bailar, who has been sounding off to Congress about the service's troubles for months, intends to bring his case to the public in a series of speeches around the country. His basis argument is both simple and blunt: Congress will have to provide more money or agree to cuis in service. The success or failure of Bailar's mission could well intended to the control of the country of the congress will have to provide more money intended to the country of th

### **AIRLINES**

# The Fare Play Continues

As they try to sort out the bewildering tangle of air fares, vacationers planning summer trips to Europe can be sure of one thing; it will cost more. Last week 86 airlines belonging to the International Air Transport Association (IATA) agreed on a 6% fare increase on North Atlantic routes that will go into

### **ECONOMY & BUSINESS**

effect May 1. The new rate will boost the standard economy fare by \$42, to \$806, for a London-New York round trip and from \$968 to \$1.010 for a New York-Rome return economy ticket. Hikes in excursion fares used most frequently by tourists were somewhat smaller. A summer "peak season" 22to 45-day New York-London return ticket will rise \$34, to \$527, and the prepaid tariff for tickets ordered two months in advance will increase by \$11. to \$410

Initially, there had been hopes that the fare increases, which are still subject to approval by the U.S. Civil Aeronautics Board and foreign regulatory agencies, would be accompanied by a simplification of the crazy-quilt system of airline rates that now leaves passengers and travel agents alike confused. On the North Atlantic routes, there is a total of nine different IATA-approved rates, ranging from the standard firstclass and economy tariffs through excursion fares to group- and age-related reduced rates. Those fares do not include the various charter deals now offered by many of the airlines and travel agencies (TIME, Jan. 19).

While perplexing, the crazy quilt can sometimes mean good travel bargains, provided the passenger and travel clerks can figure out the best rate. A ticket bought two months in advance under one scheme enables a traveler to fly from New York to Paris and then return to New York from Madrid for only \$338.

v. \$658 standard economy fare.

Different Rates. The airlines insist that in principle they favor simplified fares, but they also find the differing rates an effective way of attracting new passengers. While cut-rate fares are of less consideration to business travelers. who must fly where and when the job dictates, they appeal to vacationers, who are often willing to fly at less convenient times and to schedule trips far in advance to save a few dollars. Fully 80% of Pan American's transatlantic passengers take advantage of cut-rate fares.

Within the U.S., fares are also going up. Last week the CAB approved a 2% fare increase, following a 1% increase only a month earlier. The higher prices are intended to reduce the huge losses suffered last year by most of the nation's major airlines (TWA alone lost \$86.3 million and Eastern \$49.7 million). As a result, the basic New York-Chicago economy fare will rise \$2, to \$76. by April. Unfortunately, the increases leave the domestic fare structure fully as complicated by discount and promotional rates as the international picture. To save 30% on domestic flights by major U.S. airlines, for example, a traveler must book at least 14 days in advance. pay ten days before departure and stay at the destination between seven and 30 days-with an additional discount available for flying late at night. But the amount of these discounts will be reduced on June 1.



# AUTOS

# **Back into Top Gear**

West Germany's auto industry, after two years of flagging sales and profits, is racing out of the valley of despair like a supercharged Porsche showing its paces in an Alpine rally. Output rose 47% in January from a year earlier, and many executives view 1976 with something akin to euphoria. Predicts Robert A. Lutz, head of German Ford: "It will be a fantastic year.

Two years ago a combination of higher oil prices, recession and consumers' lack of confidence depressed industry output 22%, to 2.8 million cars. Volkswagen lost \$312.5 million, and German Ford \$68.3 million; General Motors' Opel subsidiary, thanks to nimble financial management, was able to stay in the black with a profit of \$2.4 million on sales of \$1.8 billion. "The big producers were all stuck with high breakeven points flargely because of high labor costs and excess plant capacityl when the recession struck," says Lutz. who moved to Ford from Bayerische Motoren Werke (BMW) in 1974. "Now the arithmetic is coming right.

With the cooperation of West Germany's union leaders, VW, Ford and Opel have been able to reduce their labor force, by offering workers up to \$6,000 to quit. All three companies are offering new and revamped models, and Ford is raising capacity from 980 to 1,500 cars a day at its Saarlouis plant to meet expected demand for the Fiesta minicar that will go on sale in the fall. Opel and Ford are now profitable again, and VW says that last year's loss will be far smaller than 1974's.

As the German automakers see it. with gasoline at \$1.33 a gallon, double its 1973 price, there is a strong demand for small, economical cars, while wealthy drivers will continue to buy expensive quality autos. But the market is less buoyant for medium-sized, mediumpriced autos. That, in part, explains how Daimler-Benz and BMW managed to steer through the recession with barely a falter. Sales of Mercedes-Benz cars rose from 331,682 in 1973 to 350,098 in 1975. Buoved by that performance as well as by rising truck and bus production (229.-303, up 11.7% from 1974), Daimler-Benz is now Europe's largest automotive manufacturer, with sales of \$8.1 billion in 1975, compared with VW's \$7.4 billion.

BMW remains Pinto-sized by comrison, with sales of \$1.2 billion in 1975, but output of its fast, sporty cars soared to 217,458, from 184,681 the year before. Like Daimler-Benz, BMW did not have to lay off a single worker during the recession and remained profitable, making \$16.2 million in 1974. Even little Porsche, which sells a mere 180 cars a week (price range: \$9,120 to \$26,600), is confident enough to have embarked on a \$55 million expansion program.

Faltering Rivals. The ebullient mood of the auto industry in Germany is in sharp contrast to that in its European rivals. Britain is scissored by falling domestic demand and chronic labor troubles, which have brought the auto industry to the brink of bankruptcy. Italian domestic sales in 1975 fell 17.6%. the sharpest drop in 30 years; but recovery has started, with January 33% above the same month last year. Though not so precipitous, the 3% French decline in 1975 output was bad enough. One industry spokesman views prospects for 1976 with "guarded optimism." Auto executives in Germany remain

convinced that even if all around them falter, they face a bright future. John P. McCormack, who is moving from Opel to head General Motors' European operations, believes the energy crisis and recession have strengthened the car's appeal: "People realize more than ever how important the car is for the economy and for most transportation needs."

# More cigarette vs. your cigarette.

Is your cigarette as long and as lean as our cigarette for more pleasure, more style?

2. Does your cigarette draw as easy as our cigarette for more tobacco enjoyment?

3. Does your cigarette smoke slower than a 100 mm cigarette for more smoking time?

4. Does your cigarette come in a burnished brown wrap so it looks as good as it smokes?

5. Does your cigarette sit neat in your hand like it was made for it and fit your face like it found a home?

6. Does your cigarette give you all this yet cost no more than a 100 mm cigarette (which means more for your money)?

If the answer to all these questions is yes, your cigarette is probably More. Because there's only one cigarette that's so much more. More.

# The first 120mm cigarette.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



More

# WALKER'S

# DeFuxe

# 8 YEAR OLD BOURBON

Our famous eightyear-old bourbon is still made with the care and patience that went into this famous eight: The 1931 Packard Super 8.

You might never own the car, but you can enjoy the bourbon tonight.





Aged 8 Years



KANSAS FARMER PREPARING DUSTY FIELD FOR REPLANTING AFTER THE LONG DROUGHT THIS WINTER

### **AGRICULTURE**

# A New Dust-Bowl Threat

Little by little the sky was darkened by the mixing dust, and the wind felt over the earth, loosened the dust, and carried it away . . . The finest dust did not settle back to earth now, but disappeared into the darkening sky ... The corn fought the wind with its weakened leaves until the roots were freed by the prying wind and then each stalk settled wearily sideways toward the earth

-The Grapes of Wrath, 1939

For many farmers, John Steinbeck's description of the Dust Bowl is as tragically apt today as it was in the 1930s The drought and winds that four decades ago turned large parts of the U.S. into an agricultural disaster area have returned to some areas of the Great Plains, parching crops and whipping topsoil into sun-darkening clouds. In the 1930s the victims of the drought-the impoverished Okies memorialized in Steinbeck's novel-were lured westward by California's verdant fruit groves. But this time California is suffering from its most severe drought since 1921 and is in the midst of an agricultural crisis.

Some experts attribute the lack of rain to an absence of sunspots, others to recurring drought cycles. In any event, parts of the Great Plains have received so little rain that they are actually drier than at the onset of the great drought of '34. Starved for moisture, the rich topsoil in hard-hit areas of the Great Plains is turning into a fine brown silt. Winds hurl the dust particles against the still-growing sprouts, until they lose their color and die

Green Bugs. Colorado expects to lose 70% of its winter wheat crop, and parts of Oklahoma anticipate a twothirds decline in this year's harvest. Other sections are also suffering. In parts of the once lush wheat-growing belt that extends from New Mexico and Texas into Kansas and Iowa, the wheat shoots are stunted. Many farmers are choosing to sacrifice their crops in an effort to save the topsoil. By plowing their fields to turn the silt beneath less fragile clods and by planting soil-gripping crops, the farmers hope to conserve their valuable topsoil that otherwise may be swept away. Complicating the problem, unseasonably warm weather in some areas has produced an early infestation of cutworms and green bugs that attack the weakened plants.

Despite the impending harvest failures, wheat prices so far have moved upward only slightly. A big crop in other parts of the U.S. could offset the expected losses. Nonetheless, many individual farmers stand to be wiped out by this year's losses. Says Minnesota Agricultural Expert John Wefald: "Some farmers are going to kiss rural America good-

bye and good night."

Fresh Sprouts. Much of California was drenched by rain last week, but after almost six months of unrelieved drought, the downpours were too late to be of much help to farmers. As Gordon Snow, an official in the state Department of Food and Agriculture, put it: "It is going to have to rain for 40 days and 40 nights to make any difference." Because of the lack of rain, California's usually green fields are burned brown. Wildlife, starved for fresh sprouts, is migrating to the few irrigated areas. Fruits and vegetables have been withering for lack of moisture. Many cattlemen faced with skyrocketing hay prices are selling their stock for slaughter now at below breakeven prices. So far, California growers and cattlemen estimate their losses at \$410 million-and the cost is rising daily. Governor Jerry Brown has declared 29 agricultural counties disaster areas, which will allow the hard-pressed farmers to apply for emergency state and federal aid

At first, farm experts and weather forecasters had feared that the present drought might be only the start of a cycle. In 1933, the parched earth spread northward from Kansas and Oklahoma until by 1935 most of the Middle West was afflicted. Mercifully, an onset of rain in Iowa and other parts of the Midwest has alleviated that worry. Still, in areas already seriously stricken by drought, it will take several years of normal rainfall and intensive soil husbandry before Dust Bowl conditions are overcome.

### ENERGY

# Mission Impossible

Project Independence, the grand scheme started by Richard Nixon in 1973 to free the U.S. from dependence on foreign producers of energy, may well be Mission Impossible. That is the inescapable conclusion of a new 500-page study by the Federal Energy Administration. Not that the FEA says so outright; the report, called The National Energy Outlook, soberly presents computer models of the different options facing the nation between now and 1985. But not one of the seven basic "alternative scenarios" offered would result in total independence from the oil-producing and -exporting countries.

The FEA's key assumption is that the OPEC cartel will maintain high prices for oil (currently \$11.56 per bbl.). Main reason: Saudi Arabia, Libya and Kuwait are cutting production rather than risk the falling prices that would accompany a global oil glut. Though the FEA study considers the theoretical impact of oil prices of \$8 and \$16 per bbl., it concentrates on the effects of an average price of \$13 per bbl. At that level, no alternative sources of energy, not even such highly touted synthetic fuels as shale oil and liquefied coal, can compete with oil, at least not by 1985. So the question is how much foreign oil the nation will need, even after Alaskan oil

starts flowing. President's Program. FEA's report gives several possible answers. If President Ford gets his entire energy program through Congress, starting with decontrol of domestic oil and natural gas prices and leasing of offshore reserves. the nation could boost daily domestic production from 8.2 million bbl. now to 13.9 million bbl. in 1985. That, along with a surge in nuclear power plant construction and some much debated changes in environmental laws to allow more coal to be burned, would permit the U.S. to hold imports to the present level of 6 million bbl. a day.

Total imports in 1985 may conceivably drop to 1.7 million bbl. a day, provided that the U.S. enacts a strong energy conservation program in addition to following Ford's other legislative remedies. On the other hand, if Congress bucks the President's call for decontrolled prices and eased environmental laws, which seems likely, the nation can expect to import 11.3 million bib. of oil a day in 1985. FLA's report attempts only to provide an objective basis for future energy decisions. Its figures nonetheless give a timely warning that in the fore-seeable future there is no escape from OPEC oil.

# **EXECUTIVES**

# A Golden Handshake

There are times in the rarified world of corporation politics, when resignation can be painful but also profitable. Last November Robert Sarnoff, chairman of the RCA Corp. and son of its redoubtable longtime chief Brigadier General David Sarnoff, quit his \$326,000-a-year post after the corporation's directors refused his request for a salary boost (TIME, Nov. 17, 1975). The event had all the earmarks of a board-room putsch. Since 1971, when RCA absorbed a \$490 million pretax loss in selling off the computer business that had been Bobby Sarnoff's brainchild, there had been widespread rumors about various directors dissatisfaction with their chairman

Whether Bobby Sarnoff was pushed from the job or left on his own, the fact remains that his parting was more than sweet sorrow. TIME has learned that as of Jan. 1, 1976-the day after his resignation took effect-Sarnoff became a consultant to RCA at an annual retainer of \$75,000. His new contract runs for ten years. The company's explanation is that Sarnoff's advice is needed by RCA on matters with which he is familiar "by reason of his former employment." The company's gesture seems to be a "golden handshake." generous farewell present designed to discourage any public recriminations. The expensive practice was widespread in the business world until the mid-1960s, but since then, largely because of stockholders' opposition, it has been rather rare

Improved Situation, Even though RCA's second largest subsidiary, NBC. has been suffering in the TV ratings race. the corporation's situation seems to have improved, perhaps coincidentally, since Sarnoff stepped down. The company is planning to sell Cushman & Wakefield. Inc., a commercial real estate subsidiary that it had acquired under Sarnoff, and is closing two unprofitable electronics plants. RCA's profits from telecommunications and its Hertz car-rental subsidiary have been healthy. Investors seem to be cautiously optimistic about the new RCA management, headed by President Anthony L. Conrad. RCA stock, which was selling at \$18.50 last November, was up to \$24,875 a share at week's end.

# The Proton Pump

Despite their progress in developing solar cells, gaint reflectors and other devices, scientists still lag far behind nature in their ability to harness solar energy. No man-made device can match other policy in the properties of photosynthesis, it converts some 30% of the sunlight striking it into the chemical energy that plants use to create their own book. Even more furstrating, chlorophyll dood. Even more furstrating, chlorophyll to the produce energy for man; the originate its highly unstable.

But man may yet employ a natural



STOECKENIUS AT ELECTRON MICROSCOPE From the Dead Sea and salt flats.

sunlight Last week Cell Biologist Walher Stockenius, 54, with colleagues at the University of California at San Francisco and a team from NASA's Ames Research Center, announced that a purple pigment found in red bacteria from the Dead Sea and sall flats round the world also directly converts sunlight into energy. While the pigment is less efficient than chlorophyll—only an estimated 10% of fight energy is converted—ties more stable and easily extracted from more stable and easily extracted from

Visual Purple. Stoeckenius began the work that led to his discovery in 1965 while serving as an associate professor at New York City's Rockefeller University. Studying the structure of a mi-crobe called Halobacterium halobium —the organism that gives red herring their distinctive color—he found a purple pigment that was chemically simple pigment that was chemically siming their color of their color of their ertinas of animal and human eyes. The similarity led Stoeckenius and his coworkers to suspect that the pigment helped the organism use light for its life processes.

Continuing his research after transferring to California in 1967, Stoeckenius found that the pigment, called bacteriorhodopsin, functioned as a sort of pump, converting sunlight directly into electrochemical energy. Light striking a pigment molecule causes it to eject a hydrogen ion—or proton—that passes through the cell's membrane. The move-

ment of the positively charged protons through the membrane leaves an excess of negative charge on one side of the membrane. That produces a voltage gradient and results in an electrical current flowing through the membrane. In the process, which involves at least five separate steps, each bacteriorhodopsin molecule pumps out a proton every 250th of a second and provides the energy the organism needs to synthesize adenosinetriphosphate (ATP), the energystoring molecule common to all living cells.

Stoeckenius reported that researchers are already experimenting with bacteriorhodopsin in efforts to build a photoelectric cell. Stoeckenius also believes bacteriorhodopsin's chemical similarity to visual purple could help scientists better understand the basic processes of vision and could offer new insights into cell biology. "All living cells need to pump ions across their cell membranes," says Stoeckenius. "It seems to me that we are close to discovering certain

basic cellular functions. Because the pigment helps the bacteria to push salt through their membranes to the outside, enabling them to survive in salt water, researchers believe it may be useful in desalination projects. Their scheme is to shine light on pigment-coated membranes that separate pools of salt water; the pigment would presumably pump minerals from one side of the membrane to the other, leaving one pool relatively salt-free. An understanding of how the membrane does this may be useful in building large-scale desalination plants. Man's supplies of fresh water are rapidly dwindling. A pump based on these principles may enable him to replenish them by extracting fresh water from the sea.

# **GE** explains why your next color TV set should have a"Black Matrix"picture tube.

color TV picture you see.

Black Matrix picture tubes are included in all General Electriconsoles and selected 19", 17", and 13" diagonal TV models

modern picture tube plant, the air is filtered to be 99 97/100% dust-free and assembly line personnel wear special dust and lint-free clothing to help prevent impurities from entering the picture tube.

All of this and more to give you a quality color TV picture. And isn't that precisely what you're looking for in your next color set. So compare color sets before you buy.

When you combine GE precision-built Black Matrix picture tubes with our modular solid state chassis and GE Custom Picture Control, vou'll understand why...

If you were to look through a magnifying glass at the face of a color television picture tube. you'd see that there are thousands of red. blue and green dots or rectangles behind the glass. These colored dots are phosphors, placed very precisely on the picture tube, and when they are illuminated electronically, they produce the

Your color picture is affected by external light; sunlight, electric light, whatever. Too much external light can wash out the color TV picture.

Black Matrix, in plain English, means that the colored phosphors on the tube face have been surrounded by a jet black background (the matrix) which reduces the amount of light reflected from the face of the picture tube. The result is improved contrast and therefore a better picture.

> Making a color picture tube is a sophisticated, complex process that requires special care in manufacturing. For instance, in the phosphor application room of General Electric's



abinet constructed of hardwood solid veneers and simulated wood accents

It all adds up to GE performance television



# A New Treasure on the Thames

From the outside, the new home of Britain's National Theater looks like a concrete cubist fortress. Yet, looking out from its wide cantilevered terraces, one might be on the bridge of an ocean liner. Scanning the Thames from its South Bank, one sees the helmeted dome of St. Paul's to the right, and on the left. the smoothly scalloped arches of Waterloo Bridge. Within the building, the staggered lobby levels form spacious coves of unanticipated intimacy, soon to be thronged with hosts of theatergoers.

Entering the chief playhouse in this three-theater complex, the not-yetfinished Olivier Theater, is a breath-

devotion of ten years of his time, it is doubtful whether the idea would have ever become a reality. Complemented intellectually by Kenneth Tynan in the subsidiary role of literary manager, Olivier led the National to eclectic pinnacles of dramatic art. But in a decade's time, ill health and some ill-conceived productions brought about Olivier's resignation. His successor was no surprise. Between 1960 and 1968. Peter Hall had revolutionized the playing of Shakespeare, created the Royal Shakespeare Company and made it a national theater of high-styled stature. The bristly-bearded Hall-part dynamo, part diplomat, and possessed of a driving will-is peculiarly fitted to

meet the challenge that lies ahead in

forging a theater within the atmosphere

but all deliberate speed continued to pre-

vail. The building was not actually

begun until 1969. However, in 1963.

Laurence Olivier was officially appoint-

ed head of the National, with the com-

pany performing at the Old Vic. With-

out his towering prestige and his selfless

of a nerve-shaken Britain

Pure Vision. As the English experience shows, wanting, or even legislating, a national theater is no guarantee of getting one. When Manhattan's Lincoln Center complex was erected many U.S. playgoers half-supposed that they were getting a kind of prefabricated national theater. The recent Napoleonic efforts of the indefatigable Joseph Papp demonstrate that without the framework of tradition, such hope was unrealistic. What is needed is the meshing of disparate elements into an organic whole. The salient factors are the physical plant, the guiding personality, common aesthetic purpose and access to the public purse, together with the mature seasoning of tradition and the ability to cope with the carpers who greet every visible defect as a disaster.

The plant on the Thames' South Bank is a marvel of sophisticated technology and congenial amenities for actors and audiences alike. For theatergoers, there are seven bars, two cafeterias and a restaurant. Backstage facilities include scenery workshops that run the full rear length of the building and rehearsal rooms large enough to contain a play's sets. For the actors, there are 135 air-conditioned dressing rooms. The playing areas of the theaters will also be air-conditioned.

The 890-seat Lyttelton, where the company will make its debut, is a traditional proscenium arch house with the subdued intimacy of a room one might associate with chamber music. No ticket holder can complain about his point of vantage. The raked, beige, tufted seats offer sight lines of geometric clarity. It is as if the air had been filtered for purer vision. The particular largesse of the Lyttelton is a side stage sealed off from the main stage by a soundproof door. A visiting company from the provinces or abroad-and Hall intends to invite them -can mount its set on the side stage during one of the National's matinees, and then slide it onto the main stage for the

evening performance. 1,160 Pairs. At no point in the drafting process for the theaters did Architect Denys Lasdun consider designing for a show of pomp, reports TIME Correspondent Lawrence Malkin. The priority was to make form assist theatrical function. With the Olivier Theater, in particular, consultations occurred between Lasdun and Olivier and such accomplished men of the theater as Directors John Dexter, Peter Brook and Peter Hall himself. The concept emerged of a theater in which, as Lasdun puts it, "an actor could hold an audience in the palm of his hand, and every one of them would have him in his sight." The fan spread of the house is between 125° and 130°: that is the effective width span of human vision. In intensity of effect, this means that one actor can have an eveball-to-eveball

confrontation with 1,160 pairs of eyes. The chief playing surface at the Olivier is a 40-ft.-in-diameter revolvable drum. This is a most ingenious toy. It can split into two half-moon elevators. with one half dropping to the basement while the other half comes up with a change of setting within seconds. They can be positioned at different heights to create a split-level stage. The third theater, the diminutive Cottesloe (capacity 400) is a simple box. Wood-lined, it is 75 ft. long, 47 ft. wide and 24 ft. high. Experimental in intent, the Cottesloe gives a director the choice of how he wants to use the space and even arrange the

Whoever directs, Peter Hall will rule. He may command through persuasive fluency and crisp decision, but he must also woo the paying customers and the satraps of subsidy. At least 80% of the 2,450 seats must be filled or the prevailing ratio of \$2 in government subsidy for every \$2 in theater receipts will go perilously awry. There has been quite audible grumbling about the \$30 million that has already gone into what one sour critic has labeled "the concrete Xanadu on the South Bank." Hall has astutely muted such criticism by occupying the premises, and the government is now as unlikely to turn its back on the National as Washington, D.C., would be to turn on the Kennedy Center

Hall will probably prevail and triumph, for he has the track record of a winner. Rarely have intelligence, tenacity, luck and skill enabled a man to ful-

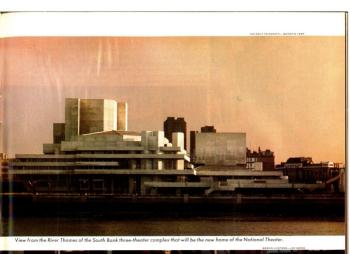


DIRECTOR PETER HALL Ha will rule

not quite to the width of an amphitheater, but with an uncanny resemblance in miniature to the ancient Greek theater of Epidaurus. It is as if 2.500 years of dramatic history had been telescoped into this immutable wedge of space. When the National Theater opens

its new quarters on March 16 with a production of Hamlet with Albert Finney in the title role, the occasion will mark both the end and the beginning of an impossibly protracted dream. The first serious proposal for a national theater was made in 1848 by a London publisher named Effingham Wilson. As long ago as 1938. Bernard Shaw had actually secured the deeds for a prospective national theater site.

Queen Elizabeth the Queen Mother was present at the ceremonial laying of the cornerstone for the project in 1951







Actress Anne Cartaret (left) being fitted for her costume in John Gabriel Borkman by Chief Cutter Stephen Skaptason; Soundman Julian Beech (below) at the controls in the sound booth at the rear of the Lyttleton Theater.





John Bury (above), designer, works on a model set for Tamburlaine; among actors in theater company at right are (first row, right to left) John Gielgud, Peggy Ashcroft, Albert Finney and Susan Fleetwood. Angela Lansbury is behind Finney and Wendy Hiller behind Lansbury.



fill so well a teen-age sense of vocation. At 14, he saw a performance of *Love's Labour's Lost* at Stratford-on-Avon and thought, "I want to direct that theater."

When Hall was born in Bury St. Edmuds, Suffolk, on Nov. 22, 1990, bis father was a railway employee and his facther was a railway employee and his scholarships that eventually took him to Cambridge. His father's railway pass gaye him caret blanche for Saturdaynight travel to London theaters, where —and watched his gods—Olivier, Richardson, Gielgud, Peggy Ashroft—durine the 1940s.

Two Itches. By the time he graduated from Cambridge, Hall had already directed nine plays and studied English under Scholar F.R. Leavis. Leavis hat-

ed theater, but he made a lasting impact on Hall with his scrupulous examination of a text, particularly for its ironies and ambiguities, and his conviction that any work of art must be placed in a so-cial context. Hall more or less applied that lesson in his celebrated Wars of the Roses productions, in which the protagonists were not seen as gallant warrior-kings but as bloody power bucanners.

Hall walks his own corridors of power with relish and agility. Says he: "Basically, I have two itches. One is creative, the other is meddling or business management, to put it at its highest." Lord Goodman, former head of the Arts Council, which rations the annual subsidies to the National, calls Hall "a clever and subtle negotiator." Others have called him a "manipulator," a "politician" and a "cold fish." Hall halfway cultivates the Machiavelli pose and may even utilize it for self-protection. Says he: "I

am very proud. I don't like giving myself away. I don't like being vulnerable."

Some critics of bigness, such as regional companies and fringe groups (British siblings to off-off-Broadway), and even the Scc itself, have expressed fears that the National will operate like a giant vacuum cleaner, sucking up all available talent as well as a punitive share of government funds. Hall argues the reverse: "The more theater there is, the more is created."

In any event, Hall's first round of plays in repertory would not seem to be on a collision course with most of his competitors. His selections include Happy Days. Beckett's drama of a sand-trapped, middle-class suburban matron more in love with her pattry possessions than her life, in which Peggy Ashcroft gives a wonderously luminous performance.

mance. In bouncy contrast, Plunder is a kind of Feydeau farce in which two upper-class cade (Frank Finilay and Dinsdale Landem beach for the gray of burner in the contrast of the contrast of

hearfielt anathema on England. Hall has already joled some critics with the Hamlet that will inaugurate his tenure at the National. There is no trace of Gielgud's musical phrasing, but the nucut text is spoken with such rigorous lucidity that it dispels old mysteries and reveals new ones. The mantle of "sweet prince" nobility is one garment Albert Finney never wears. If he were not



FINNEY IN THE TITLE ROLE OF HAMLET
The prince as a Renaissance hit man.

Hamlet, he could be a Renaissance hit man whom Hamlet might have hired to kill the king. Yet his is a tormented bewilderment between the warring claims of rationality and blood revenge.

Hall springs a surprise with Gertrude, whom Angela Lansbury ably depicts as a hand-wringing matron whose habit of dependence left her no choice but to marry Claudius. In that role, Denis Quilley seems born to the crown with no scoundrelly hangdog airs. When has it not been a king's prerogative to murder for his own advantage? he seems to ask. And doubling as the Ghost, he is briskly paternal, not garrulous. The tempo is all Peter Hall's doing, and he makes the play sprint the whole four hours. So is the audacity, a quality likely to become familiar at this South Bank gem in the sea-girt isle of drama.

# MILESTONES

Died. Jean Martinon, 66, French composer-conductor who led orchestras around the world, including the Lamoureux Orchestra of Paris, the Israeli Philharmonic and, from 1963 to 1968. the Chicago Symphony, which finally replaced him with Georg Solti after disputes between Martinon's critics and supporters had plunged the orchestra into a state of near anarchy; after a long illness: in Paris. Martinon, who had trained as a violinist at the National Music Conservatory in the late 1920s, began conducting on short notice. In 1945, while on tour as a violinist, he was asked to take over-largely because the orchestra was performing one of his early compositions-when the conductor fell ill. His successful debut led to invitations from other orchestras and a career in conducting.

Died. Grover C. Loening, 87, pioneering aeronautical engineer, prophet and author: from the effects of a stroke: in Miami. Loening held the first aeronautical degree granted by an American university (Columbia, 1910) and, as a member of Orville Wright's design team. was taught to fly by Orville himself. In 1917 he formed his own plane-manufacturing company, eventually selling some 300 amphibian biplanes and becoming a millionaire in the process. In his 1935 book. Our Wings Grow Faster. Loening predicted that "at 500 m.p.h. 50,000 ft. above the ocean ... far above storms or ice or fog ... we will cross from New York to London in six hours. He lived to see that prophecy improved on with the SST. But in his later years he urged less emphasis on speed and more on vertical-takeoff planes, which could cut travel time by operating from airports near city centers.

Died. William Red Fox. who claimed to be 105, self-styled Sioux Indian chief and controversial man of letters and humbug; in Corpus Christi. Texas. His 1971 book, The Memoirs of Chief Red Fox. told it all-in fact, more than all: in his memoirs, the chief recalled his days acting in vaudeville and the movies, and touring with Buffalo Bill Cody's wild West show. He remembered catching fish with the hooked ribs of field mice and the brayes' 1876 victory dance after they had wiped out General Custer. But it was his blow-by-blow account of the 1890 Wounded Knee massacre that taxed his publisher, Mc-Graw-Hill. Investigations showed that some 12.000 words of The Memoirs had been lifted more or less directly from a 1940 book about Wounded Knee, Mc-Graw-Hill settled the plagiarism suit. but the chief was unfazed. He promptly undated his show-business career, exploiting his new-found notoriety on TV talk shows.

# The Hot Network

The long-dominant CBS eye blinked hard last week. For the seventh straight week, ABC led in television's prime-time ratings. The network raced away with the "second season," claiming a 34.3 share of the audience compared with CBS's 30.5 and NBC's 29.1.\* Although it is unlikely that ABC will pass CBS in the overall season's ratings, the perennially third network will almost certainly oust NBC from its accustomed No. 2 spot.

"I never thought I'd hear the words 'an ABC night' " marvels TV Consultant Mike Dann, who was chief programming strategist, first for NBC, then for CBS, from 1948 to 1970. To the viewer, ABC "nights"-meaning in TV jargon the nights the network swamps the ratings-are not much different from the other networks' fare. ABC's top shows are only too familiar comedies such as Happy Days and its offspring Laverne and Shirley, sci-fi fantasies like The Six Million Dollar Man, from whose stainlesssteel rib was cloned the Bionic Woman. and a lineup of crime that includes Starsky and Hutch and S.W.A.T. ABC has placed at least four shows in the top ten since the start of the second season.

Infusions of Sex. Only a year ago the network was reeling from a disastrous 1974 in which all but four of 16 shows flopped. 1975 looked no better. A corporate reshuffle, however, brought to the presidency Frederick S. Pierce. 42, a 20-year ABC veteran with a background in research and advertising sales. Pierce, an unflappable backroom boy who had succeeded in every department, started scheduling for the fall with the courage of a man with little to lose. ABC's strongest shows were tough cops-androbbers epics (Streets of San Francisco, Baretta, S. W.A.T.). They could only be aired after the "family hour," from 8 to

9 p.m., when the networks schedule their hottest shows, usually comedies, hoping to capture an audience for the entire evening. Gambling that ABC could build an audience later in the evening. Pierce stripped in his proven dramatic shows throughout the week, and in the 10 p.m. shot spiced up such oldies as Marcus Welby, M.D. with infusions of sex. By midseason, he recalls, "half our shows worked, but we had serious problems in the 8-to-9 period." These evaporated as soon as ABC spun off Laverne and Shirley and Bionic Woman from its two most successful "family" shows and introduced another hit, the teeny-bopper variety show Donny and Marie. In February ABC was ready to capitalize on its new-found strength. Rich Man, Poor Man, a sexy twelve-hour serial that could turn into a series, was launched Then Pierce delivered the coup de grâce to his rivals; he made the Winter Olympics an eleven-day prime-time special. Sports President Roone Arledge's consummate showmanship and superb coverage grabbed a nightly 34 share of the audience and blunted the impact of CBS's

and NBC's new shows Programming, which owes more to water divining than logical analysis, is a team game. Last spring Pierce hired away from CBS its programming chief. Fred Silverman, the most experienced and successful tactician in the business. Ironically, it was Silverman who set up the CBS schedule against which ABC has done so well. It is too early to judge Silverman's real influence on programming. It was he who spotted the series potential of Laverne and Shirley, the two brewery workers on Happy Days, and suggested The Bionic Woman spin-off.

Silverman's impact on ABC itself is obvious. Already the network exudes a No. brand of confithan 50 projects, including a new Nor-man Lear sitcom starring Nancy Walker and an evening soap by Agnes Nixon (All My Children), are being considered by Silverman in a familiar CBS pattern -no commitments, just a lot of prom-

ising developments. By any canon of capitalism, a threenetwork market economy should inspire a better product. Television may explode that assumption. On the evidence so far. quality shows seem to have had a better chance of survival when only two networks were competitive. In the '60s. for example, NBC's Saturday Night at the Movies drew a share in the 40s, but CBS's The Defenders could still pull a strong 30 share. Now winner takes all with three networks in contention. The difference in price between an advertising minute on a top-rated show and its rivals is up to \$100,000, and the other shows simply cannot attract big enough audiences. With the networks fighting over every hour, the instinct is to play safe. Programming has become one spin-off after another, either from a previous success or formats copied from British TV

Revolving Door. ABC's coming of age as a contender is shaking up the industry. Claiming the largest audience of young adults of any network, ABC plans to concentrate on young performers rather than established stars and run shows on flexible, unorthodox schedules. -Savs Pierce, "We plan to introduce new shows all year round, and we want to develop new dramatic forms." With the success of Rich Man, Poor Man, he plans more serials from novels, and is also experimenting with short series like the recent four-program Lola Falana Show that was aired each week in a different time slot

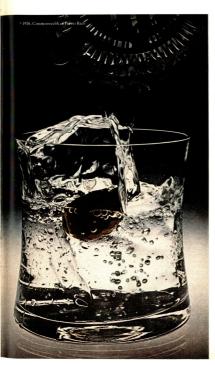
two TV seasons: the trend is toward a continuous, revolving-door policy. By last fall network programmers were using an overnight rating system effectively enough to kill new shows like

This may be the last year there are



# "Defy tradition. Make your next martini with white Puerto Rican rum. I recommend it emphatically."

FRANÇOIS BONNARDEL, PRESIDENT, NOILLY PRAT & CIE.



As the long-standing partner of gin and vodka, Noilly Prat is uniquely qualified to make a value judgement about martinis.

The fact that they recommend a martini made with white rum will come as a surprise only if you've never tasted one.

White rum makes a smoother martini.

Smoother than a gin



Smoother than a gin martini. Smoother than a vodka martini. The Government of Puerto Rico has seen to that by requiring all white rum to age in white oak casks for at least a year.

Noilly Prat heartily approves. They know

what a difference aging makes to the taste of a drink, including vermouth. After all, dry vermouth was invented by a Frenchman named Noilly.

Noilly Prat also knows that in a large-scale taste test against gin and vodka, white rum emerged the clear favorite in taste and smoothness.

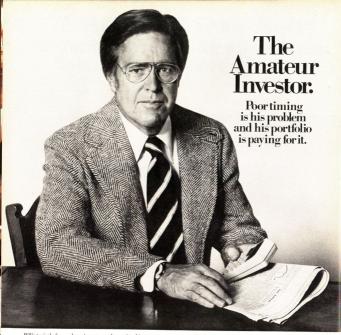
To the Noilly Prat people, who care passionately about the taste of the martini, the handwriting is on the wall—just as it was when vodka surpassed gin not too long ago.

Tonight defy tradition. Combine five parts white rum from Puerto Rico with one part Noilly Prat vermouth.

We think you'll find it hard to go back. **PUERTO RICAN RUMS** 



For free party booklet, write: Puerto Rican Rums, Dept. T-9, 1290 Ave. of the Americas, N.Y., N.Y. 10019



Bill's typical of many large investors today. He thought he had the fortitude to maintain his fully-invested position, even through what proved to be the market low. But then he sold out a significant portion of his stock portfolio. And his strategy remains out-ofphase with the market.

Bill just doesn't have the time or knowhow to react in an opportune manner to today's complex investment environment. What he needs is the kind of profes-

sional investment management The Northern Trust provides.

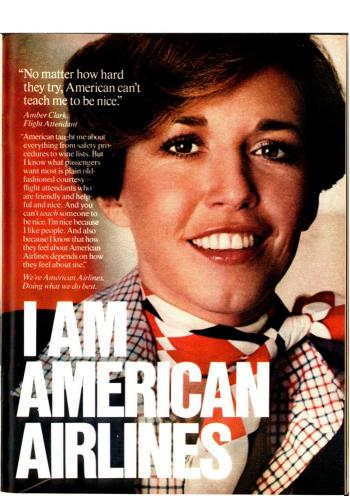
We look at a broad range of investment sibilities and tailor an investment program to meet the individual's objectives.

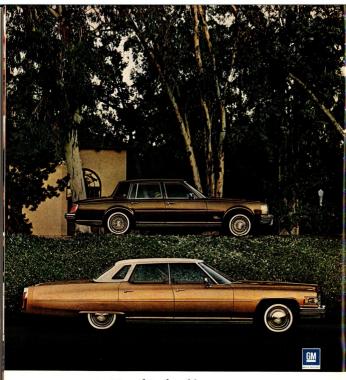
We stress high quality investments, flexibility, and long range growth. Above all, we emphasize personal service. Each portfolio is supervised by a team of investment experts. Full-time professionals who have

ations in the securities market, to determine the long range effects of investment strategies, and to come up with a course of action

to cope with any given situation. If you're an investor and would like to find out more about how The Northern Trust can help you, send for our new Investment Management booklet. Write or call Ray E. Marchman, Jr., Vice President, The Northern Trust Company, 50 S. LaSalle the ability to recognize and interpret fluctu- St., Chicago 60690. (312) 630-6000.

# The Northern Trust Bring your future to us.





# Two kinds of luxury. One great name. si

From the international-sized Seville to the family-sized Sedan deVille, Cadillac offers the luxury of choice. You can select from ten basic

Cadillac models-including Eldorado, with the only convertible built in America. And the Cadillac Limousine, only U.S.-built production car designed and built as a limousine. Whatever you want in a luxury car, Cadillac has it.



### TELEVISION

Fay after a couple of airings; long-term commitments to series became vulnerable. Producers depend on eventual sprofitation only with a minimum of 100 shows. Says Bruce Geller, producer of Mannix. "It's all very confusing at the moment. No one really knows when the moment is one really knows when the serious of the serious control of the serious couples of the seri

# Viewpoints: A Lot of Nerve

There is nerve—and then again there is nerve. The kind they have lots of —too much of—in television is exhibited in its ripest form this week (NBC, Wednesday, 9 p.m. E.S.T.) by Jack Lem-



Nothing wayward.

mon, starring in a remake of John Osbore's The Enfertioner. Archie Rice, that talentless, foul-spirited denizen of show bit's low depths, is, of course, the creation and sole property of Laurence (Diverse-perhaps the greatest performance in a nonclassic role by the man who is our age's prince of players. There is no hope of duplicating what he did in second Lorent to put himself in a position where comparisons are bound to be ineviable and unfavorable.

The story has been reset on a West Coast amusement pier in order to accommodate the American accents of the star and his supporting players. Lemmon, who is nothing if not an earnest actor, works hard to be a total heel, destroying wife, children and final-



# Decades of Decision

The American Revolution

Dramatic episodes that celebrate the heroism of the common man in America's fight for freedom. Begins Wednesday evening, March 17 on PBS-TV. Co-funded by Mobil and the National Geographic Society. Host: Henry Fonda

Mobil<sup>®</sup>

# Money Grows Faster in Mexico.



Mexican bank deposits offer both security and high interest rates. For complete information, please contact:

Eugene T. Latham Mexletter Investment Counsel Hamburgo 159 Mexico 6, D. F., Mexico

# TIME Subscriber

CHANGE OF AD-DRESS? Please give us 4 weeks advance notice. Attach the label for your old address, write in your

new address below.
ENTERING A NEW
SUBSCRIPTION?
Check the box and
fill in your name and
address below. (To
order gift subscriptions please attach a
separate sheet.)
DEMEWING? Check

separate sheet.)
RENEWING? Check
the box below—and
make sure your maliing label is correct.
(The United States
edition of TIME Magazine is available in
Canada at \$30 a
year. Subscription When writing use about your subscription please attach your TIME, mailing label here

mailing label here and mail this wholeform to TIME. Time & Life Building Chicago, Illnois 60611

mailed to Time, Time & Life Building, Chicago, Illinois 60611.)

Please send TIME 1 year \$22 new subscription

Name (please print)

Address Apt No.

City State/Province Zip/Postcode
For even faster service, phone toll free 800-6218200 (in Illinois, 800-972-8302)



# We're bringing back some top performers to do an encore for you.

Kelly is running the largest recruitment campaign in its history. Wer asking the readers of Good Housekeeping, Better Homes & Gardens, Redbook, Women's Day and Cosmopolitan to help you with your workload. We want the top performers of the past to bring their skills back to the office to provide you with Kelly Girl's temporary help. We want the best because we know that's what you want when you need temporary help.

You can always count on us to provide the best service because we carefully screen and test all of our applicants. The ones who make the grade become Kelly employees. Since the best people mean the best service, we're able to guarantee that if your end statisfied you don't pay. All you have to do is call your nearest Kelly Girl office. We'll be there when you need us.



# TELEVISION

ly his father (a beloved former star hauled out of retirement to save his son's awful act), not because he has any ambition left, but because the stage, however tacky it is, is the only arena in which he dares hope for survival. But the best Lemmon can manage in the role is a certain technical proficiency. There is nothing startling or even wayward in his work. Nothing seems to bubble up unbidden out of his unconscious. out of those memories he must surely share with all actors, of bad ideas tried out in rehearsal and found embarrassing, of nights when he must have felt he was going to boil in his own flop sweat. It was those memories-a performer's kinship acknowledged-that informed Olivier's work and, finally, humanized and redeemed his Archie. The recognition of self in the role of Archie and the willingness to admit it are beyond Lemmon. He is distant, predictable and therefore boring

Gutsy Actor. The kind of nerve that raises modest hopes for the medium is, however, available on two other specials. Song of Myself (CBS, Tuesday, 10 p.m. E.S.T.) offers a sketchy biography of Walt Whitman, which is really an excuse to hear a well-selected anthology of his poetry. Poetry in any form is rare on commercial television, and just hearing Whitman well read in a Carl Sandburg singsong by Rip Torn is reason enough for gratitude. But Jan Hartman's script confronts Whitman's homosexuality with good bluntness, and Torn, a gutsy actor who has long deserved better of his trade than he usually receives, plays the populist bard instead of embalming him. There is something fine and wild in his spirit, in his very eyes, that is a perfect match for Whitman. It is hard to think of a historical drama that has dared to be as lively with a great historical name as this one.

On a quieter level of chance tak-ing, Farewell to Manzanar (NBC, Thursday, 9 p.m. E.S.T.) deserves respect too. It is a semidocumentary drama about the internment of our Jananese citizenry during World War II. It gives a good general picture of how the internees turned a collection of illconstructed barracks at Manzanar into something resembling a community of the conflicts between those who counseled open rebellion against their absurd imprisonment and those who advised patience. The Spirit at Manzanar became a dignified resistance in which individuality was not sacrificed to the survivor's ethic. The story, in which a family called the Wakatsukis endures in a short span most of life's large experiences (birth, death, new love, even madness), never seems forced or schematic. The result is a work that is modest and touching and refreshingly free of melodrama. It is not at all the sort of thing you expect to find on Thursday Night at the Movies, but which you could hope for Richard Schickel



# Save yourself. Use a Casio.

This tax time, use one of these advanced, reliable Casio calculators and save yourself.

Save yourself time—a Casio really speeds up preparation.

Save yourself errors—a Casio is quality-built for complete accuracy.

Save yourself expense—Casio calculators give

you years of trouble-free service, at a price you can afford, tax time or anytime.

For more information, see your local Casio Dealer, call your nearest Regional Office, or write directly to Casio—where high quality standards and advanced technology have led in electronic calculator progress for nearly two decades.

aggested retail pric



Mini-Printer. Hand-held size, Display or print, Memory. \$79.95\*



Memory-8S.
Pocket size. Memory.
% Key.
\$17.95\*



121-MR. Executive size. 12 digits. Independent Memory. \$49.95\*

From the world's leading manufacturer of quality calculators.

CASIO

Casio Electronic Calculators, Consumer Products Division, Executive Offices: 15 Gardner Road, Fairfield, New Jersey 07006

NEW, JERSEY CHICAGO LOS ANGELES ATLANTA
(201) 575-7400 (312) 885-1800 (213) 923-4564 (404) 434-5451

# I'M FRED

# We notice you, Fred.

In a world where people are all a little like Fred, afraid that they'll go unnoticed, that their very real questions will go unanswered, it will always be our business to know people person to person. That's why the men and women in the life and health insurance companies in America make this promise:

No matter how big the world gets, how fast, how modern, when you have a question about life or health insurance, there will always be somebody to notice you, to talk to you, and to answer.

Call your agent, or the company which insures you. If your question is about group insurance, there's somebody in the place where you work with all the information you need.

So talk to us.

Person to person.

# The Life and Health Insurance Companies in America

The impersonal future? That's not our way of doing business.



COLUMBIA STUDENT REVOLT, 1968

# War Against the '60s THE SPOILED CHILD OF THE WESTERN WORLD

by HENRY FAIRLIF 350 pages. Doubleday. \$8.95.

TODAY AND TOMORROW IN AMERICA by MARTIN MAYER 217 pages, Harper & Row, \$8.95.

Editorial writers, Columnist Murray Kempton once wrote, are the men who come out of the hills to shoot the wounded after the battle. For some time, many American thinkers have been picking through the still-smoking carnage and rubbish of the '60s, finishing off ideas -for example, Consciousness III and the millenarian pretensions of "the movement." This is not necessarily a dishonorable exercise, although sometimes it is a little too easy, like hunting from a helicopter. But there is a danger in it. A repugnance for the Yippie idiocies of the '60s can too often turn into a backlash against such concerns as clean air, equal rights and the lessening of poverty. Beneath the current indignation about Big Government there can lurk a regressive social meanness.

Both Henry Fairlie and Martin Mayer engage in a savage debunking of the '60s. Fairlie especially starts with an





NEW YORK WELFARE PROTESTER, 1968

oft-heard Bicentennial premise: the U.S., reeling from Watergate and Viet Nam, must recover its morale and equilibrium. The idea could smack of mere inspirationalism, but Fairlie and Mayer approach the thought with original and even eccentric minds

Self-Gratification. Fairlie, a British journalist who has lived for the past ten years in the U.S., can be severe and very rigid about America as a "spoiled child." Despite that tone, he is basically a classic liberal, worried about elitism and the decline of equal education and opportunity. His New World symphonette is delivered in elegant cadences. The future of the world lies with America," Fairlie believes, and "it would be a tragedy if, in the rage that must be endured, America wearied of its own idea. Much of Fairlie's book is a rich and occasionally cranky meditation on the ways in which Americans have retreat-

ed into self-gratification and a kind of infantilism. The popular culture, says Fairlie, has thoughtlessly absorbed an art and literature of turbulence that are the art and literature of Europe in decline. Fairlie sounds like Nikita Khrushchev at an exhibition of modern art when he talks of attitudes of alienation that represent a "sickness of the imagination. With an outsider's desire to think better of Americans than they think of themselves, Fairlie endorses the idea of America as a promised land enjoying historical dispensations

America's great difficulty now, says Fairlie, lies in the people's neglect of their relationships as citizens and human beings. His solution would have Americans stop worrying about the tainted civilizations that they have too willingly accepted from Europe and return to the country's original and innocent vision. "The alienation of man from god, or man from nature, ought not to

preoccupy us. The only alienation that matters is that of men from their society . . . It is only as a social being that the individual can be truly liberated." He is a little like the first mate Starbuck in Moby-Dick, who tries to get the cosmically obsessed Ahab to steer for

Martin Mayer's Today and Tomorrow in America is harder and more brisk crackling with intelligence and a certain contempt for what he sees as the stupidities of American public policy. Ideologically, his book will probably be read by some as a callous, you-can't-makean-omelette-without-breaking-eggs diatribe against social planners, academics in public life and environmentalists Among his dicta: "Adjustments that take the reward structure too far out of line with contributions produce economic decay . . . An entirely disproportionate share of medical attention goes to the

# DOESN'T WORK UP AJHIRST

As energetic as it is, the Fox still gets an EPA estimated 37 mga on the highway and 24 in the city, with standard shiff (Your carbust mga may vary with the type of driving you do, your driving habits, your car's condition and optional equipment.)

It seems incredible that a car with such

a small appetite
can still do 0 to 50 in
8 seconds flat, can still
handle rough roads and
bad weather with front-whee
drive, still starts easily in the
cold thanks to fuel injection, and still
s plenty of room for five.

THE FOX
BYAUDI

### ВО

chronic, hopeless ills of the aged at the expense of children and young adults, whose needs would be a much wiser investment of the resources ... In the real world, limited resources impose choices; in the world of government, everyone can play Let's Pretend."

Mayer, free-lance social critic and author of The Bankers and Madison Avenue, U.S.A., has a shrewd eye for the absurdities of government and other bureaucracies. In his view, lawyers and academics, starting in the 1960s, have fallen into the habit of legislating or planning outcomes in defiance of the actual world: "Nondiscrimination became equal opportunity became affirmative action became goals became quotas became equality of outcomes." He does not say at which link he would have interrupted the chain. Mayer does argue that government's tasks are to "harness greed," to lay a deft hand on the economic system but never so heavily as to interfere with the basic logic of the marketplace. As for politics, Mayer says irritably, "I could not care less whether the government calls itself conservative or liberal or radical, Democratic Republican, American, Socialist, Worker or Libertarian. If we can get the substance right, I can put up with almost any style." In a period of muddled political impulses, Mayer is a valuable man to listen to-a clear-eyed, irascible independent. Lance Morrow

# Medium Rare

THE HUNTING HYPOTHESIS: A PERSONAL CONCLUSION CONCERNING THE EVOLUTIONARY NATURE OF MAN by ROBERT ARDREY 242 pages. Atheneum, \$10.

1-12 pages. Americani, \$10.

In his evolution from the proseculum arch of the playwright to the zygomatic arch of the popular anthropologist. Robert Ardrey, 63. has never lost his instinct for drama. African Genezis, the property of the property of the cited Contract sweep through millions of years, the disappearance of continents and the draining of oceans. Entrances and exist involved crushes of phyla and the trees is non playment to the trees the long playment to ward supjence.

Original Sin. Perhaps this approach

Organia sin. Pernaps ints approach
of the property of the prop



A COMPOSITE PAINTING OF A NEANDERTHAL Direct descendants retaining "certain

ligion, and psychologists who hold that aggression is mainly learned, not instinctual. Ardrey carefully avoids the word instinct, preferring the suggestion that as direct descendants of Cro-Magnon hunters, we retain "certain human propensities for the chase."

Many of Ardrey's conclusions about man arise from his readings of recent primate studies. The chimpanzee, for example, turns out to be more than a mis-





HUNTER SPEARING A REINDEER

human propensities for the chase."

chievous vegetarian. Bands of male chimps have been observed hunting small game, not primarily for food but for entertainment. One adult male was even seen eating its own young. Associating freely in the ethological record. Ardrey reasons that as long as primates remained treed, where food and safety were readily available, meat eating could be a sometime thing. He goes on to extrapolate that the earliest manlike creature made its appearance in rather barren areas. Few or no trees meant foraging and hunting on the ground. With the passage of eons, the foot flattened. the leg and back straightened and the chase was on

Ice Age. Hunting, runs this hypothesis, laid down the foundations of human institutions: the development of weapons, cooperative action, the need to share food and the division of labor into hunting males and child-rearing females. The nonhunting female, Ardrey believes, contributed vitamins to the diet by foraging for plants. But it was man's bringing home the meat that provided the proteins needed for the evolution of complex nerve and brain cells

Vegetarians and feminists will not be pleased. Neither will readers who. while granting Ardrey the run of his special territory, require more rigor with their speculation. He frequently exhibits what might be called the rhetorical imperative. For example: "Are the qualities that we regard as uniquely human the consequences of being human beings, or have we evolved as human beings because of the earlier evolution of qualities that we regard as uniquely human?" This need to impose a dramatic unity on unimaginable lengths of time can also lead to inconsistencies. Ardrey says at one point that science has failed to advance our knowledge of ourselves. and elsewhere discusses the value of car-

bon dating, molecular genetics and the study of coprolites-fossilized feces-in revealing our prehistoric past. He asserts that the fate of Neanderthal man is unknown, and two pages later says with equal certainty that Cro-Magnon man killed him off. Finally, he notes dourly the prevalence of a current "doomsday attitude," yet closes with the specter of a new Ice Age that could end modern civilization A touch of apocalypticism is an ap-

propriate conclusion to this idiosyncratic book. The accompanying nostalgia is something else. It is generally agreed that the human animal appears to have evolved because of hardship, not in spite of it. but Ardrey seems almost too wistful for the times when we survived by the skin of our fangs. R.Z. Sheppard

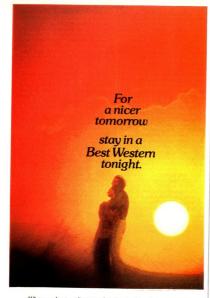
# **Towering Trivia**

THE PEOPLE'S ALMANAC by DAVID WALLECHINSKY and IRVING WALLACE 1,478 pages, Doubleday, \$7,95.

Novelist Irving Wallace and his son David Wallechinsky\* justify this massive expenditure of paper and ink with forthright immodesty: "Where the familiar, standard almanacs leave off and

Who resumed the original family name, cha when Wallace's immigrant father arrived at Ellis





When you're traveling, good nights lead to pleasant mornings. And it's good nights that have made Best Western the world's largest chain of motels, hotels and resorts.

We're not one look-alike inn after another. Each Best Western has a distinctive warmth and pride that comes with independent ownership.

You'll enjoy the differences, you'll love the ways we're the same: Every Best Western is regularly inspected for cleanliness, quality, comfort and value.

Stop at any Best Western for a free copy of our 1976 Road Atlas & Travel Guide

It's the nicest thing you can do for tomorrow.



For reservations dial toll-free (800) 528-1234 · In Arizona (800) 352-1222 · Phoenix 257-0885

### BOOKS

stop—well, that's where The People's Admanate begins. They are inconstructed in standard almanace but present here summaries of every game played in the Little League World Series a longraphy Little League World Series a longraphy Little League World Series a longraphy series and the Little League World Series as longraphy series which we will be supposed to the series of re-lected U.S. Presidents, including They may be supposed from the series of the Little Administration of the Little Administration of the Market Series and Series and assumanty of W.C. Fields will, and of the ministres \$5,5000, two bottles of the Market Series and Series a

Seekers of such argument settlers as the population of American cities or the gross national product will not find them in The People's Almanac. But the book is a trove for trivia freaks who wake in the middle of the night with a craving to list "15 renowned redheads" (e.g., Thomas Jefferson, Lucille Ball) or the "nine breeds of dog that bite the most" (among them: German shepherd, chowchow, poodle) or the site of the annual watermelon seed-spitting contest (Paul's Valley, Okla.). Those addicted to the filler material at the bottom of newspaper columns will find an attic's worth of vellowing snippets ("If you had spent \$1,000 a day every day since Christ was born, you would not have spent \$1 billion").

Containing over 1 million words. 250,000 words more than in the Bible. the book is both massively silly and regularly entertaining. With its jumbling of serendiptious facts and legends, crackport theories, gossip and lunacies through the ages, The People's Almanae resembles nothing so much as an inspired collaboration between Benjamin Franklin and Rona Barrett. Paul Gray

# Best Sellers

- 1-Curtain, Christie (1 last week)
- 2—The Choirboys, Wambaugh (2) 3—Ragtime, Doctorow (3)
- 4—Saving the Queen, Buckley (6) 5—In the Beginning, Potok (5) 6—The Greek Treasure, Stone (4)
- 7—Nightwork, Shaw (7) 8—Audrey Rose, Defelita (9) 9—The Gemini Contenders, Ludlum
- (8) 10—The Swiss Account, Waller
- NONFICTION

  1 Doris Day, Hotchner (2)

  2 The Relaxation Response,
- 2—The Relaxation Response, Benson with Klipper (1) 3—Bring On the Empty Horses, Niven (3)
  - 4—World of Our Fathers, Howe (4) 5—Winning Through Intimidation, Ringer (5)
  - 6—The Russians, Smith (6) 7—The People's Almanac, Wallechinsky
  - & Wallace (9) 8—Angels, Graham (8) 9—The Adams Chronicles,
- 9—The Adams Chr Shepherd (10) 10—Spandau, Speed

# Germany.

We're a whole lot more than sauerbraten and lederhosen.







Yes, we have beer steins and the Oktoberfest but we also offer delightful sailing excursions, elegant nights at the Opera, and food to please any palate. Germany offers full value. An idyllic 3-hour Rhine cruise costs about \$3.50. And most of our romantic hotels are budget-priced.

Shopping is a joy. Our department stores and boutiques offer great variety and you can always find an inexpensive snack or meal at a nearby inn.

Travel around Germany is easy. Our country, about the size of Oregon, has a fast-moving, totally integrated system for road, rail, bus and air travel.

Tell your travel agent to include more days in Germany in your next trip to Europe. One visit and you'll wonder why you waited so long. Simply clip the coupon to insure that you get full

Simply clip the coupon to insure that you get full information about all bonuses and discounts in the Federal Republic of Germany. Or call for information. (212) 757-8570.



### German National Tourist Office 630 Fifth Avenue New York, N.Y. 10020



I want to find out more about romantic Germany and its unexpected pleasures. Please send me your free 60-page brochure "Happy Days In Germany" with map, travel tips and information on all the vacation regions in Germany.

ADDRESS\_\_\_\_

Germany. We're a whole lot more than you think.

NAME

# same time reset the machin

You command the Record a Call Remote 80 telephone answering machine from any where in the world.

While you are away then takes all your mesthem for you. You can hear

It's easy with model 80.

Go to the necrest phone. dial your own phone number and the small beeper you carry with you will

to take new messages (all by remote control) We call this TOTAL CONCEPT. Everything is built into one selfcontained unit, by design. Built-in VOX (voice actuation, records as long as the caller speaks), twin cassette system, AC powered, silent monitor, rapid rewind, fast forward,

L.E.D. message light and many other features. Approved to be plugged into any telephone company phone jack with no monthly service charge.

Remote 80 Other models:

\$199.95 AUTO 60



® T.A.D. AVANTI, INC., 16250 Gundry Ave., Paramount, CA 90723 (213) 531-8053

Available at MARSHALL FIELD & COMPANY

# Murder by Contract

I WILL, I WILL . . . FOR NOW Directed by NORMAN PANAMA Screenplay by NORMAN PANAMA and ALBERT E. LEWIN

Much laughter, many cheers and at least one low wolf whistle for Diane Keaton, who looks like the brightest light comedienne in movies. She brings nicely scrambled wit and bushwacked sex appeal to even the lowliest under-

I Will, I Will ... For Now is about as low as they come, and Miss Keaton must work hard at playing a neurotic contemporary woman trying to reconcile with her husband (Elliott Gould) Divorced, but unhappy about it. Keaton and Gould attempt a trial reconcil-



DIANE KEATON IN / WILL Bushwhacked appeal.

iation, a marriage by contract. "Living with her is like living with a Lysol commercial," grouses Gould to the family lawyer (Paul Sorvino), who has been enjoying a weekly liaison with Keaton. The lawyer would like to marry her himself. and makes the terms of the marriage contract so tough that he figures the relationship will not last even the prescribed six months.

Even at the best of times the marriage was shaky. Gould, naturally, is a beer-guzzling, girl-chasing, hard-betting slob, and rich into the bargain. Keaton is bright, hung up, a little tentative about sex, a maniac about keeping the house in order. Once, Gould claims, he got up to go to the bathroom at night and came back to find that she had made the bed. The movie is similarly witless throughout. There are many attempted jokes about marriage counselors, institutes for sexual behavior and breasts. Norman

# CINEMA

Panama directs with the sort of visual flair usually found only on late-night television commercials for Connie Francis records

Miss Keaton does not so much rise above all this as defy it. Looking a little like the White Rock girl with a degree from Sarah Lawrence, Keaton coaxes and brasses her way through her role. At one point, she must remark of the floozy upstairs, who sports low necklines and is bedeviled by brown supermarket bags that disintegrate from below, "Oh, her cantaloupes are always falling out. Keaton pays so little mind to the awkwardness of the line, to its prewashed vulgarity, that she makes it charming. Talent like that goes beyond skill; it is a kind of bonkers genius. Jay Cocks

# Havana Bound

WAITING FOR FIRE

Directed by MICHAEL RUBBO

This eccentric, evocative film is less a documentary than a cinematic diary. Two men travel to Cuba. One, named Jeff Sterling, is a wealthy businessman who has made a killing in communications, specifically in television. The other is the former Prime Minister of Newfoundland, Joseph R. Smallwood, older than Sterling by at least a couple of decades, a dedicated Socialist. For Smallwood, the trip is practically a pilgrimage; for Sterling, it is a curiosity and a challenge. While Smallwood admires Cuban schools, medical care and hous-ing programs. Sterling grouses about forced labor and compares socialism unfavorably with the free-enterprise system. "One of the great things we have," he insists, "is a sense of humor

Director Michael Rubbo has one too. low-keyed but keen and honest. He accompanied Sterling and Smallwood. Not have been also been seen to be seen as the seen accompanied Sterling and Smallwood. So distincted as "the former been of the greatest event of the trip to happen: an audience with the Premier himpers of the premier has been added to the seen a whole day. Smallwood prepares yellow pads full of questions for Castro. Sterling stays looser, anticipates the tailor than as a social coup.

tation than as a social coup.

The audience, however, never comes. A sympathetic translator takes the party on tours of the island. Sterling, feelings slighted, takes his anger out on Rubba, accues him of shocking to much film. Smallwood, ever optimistic, or adoptionate reception, or adoptionate reception, or adoptionate reception, from Field, who cannot spathy from Field, who cannot spath from Field f

# The Honeywell \$100 offer!



The new Pentax K series of cameras that understand you are here. And to introduce them, we're announcing a special rebate program that can get you as much as \$100 cash back.

### Here are the details

Just buy a Pentax K2, KX or KM camera before May 31, 1976. This earns you an automatic \$20 rebate. Then you can buy up to four SMC Pentax accessory lenses, and we'll give you a \$20 rebate on each. So if you buy a K camera and four lenses, you get a check for \$100 back.

# Make your best deal

This rebate program doesn't require that you pay top-dollar suggested retail prices, either. Instead, pick your favorite dealer. Make the best deal you can on your camera body and lenses... then sit back and wait for your rebate check from Honewell!

The cameras that understand you All three of our new Pentax K cameras were designed to understand you.

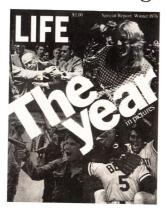
See your nearest Honeywell photo dealer soon for complete details. Get a new Pentax K camera and accessory lens and save! Or, for more information, write to: Honeywell Photographic, Dept. 103-731, P.O. Box 22007, Denver, CO 80222.

Offer good in U.S.A. only Feb. 1 thru May 31, 1976.

# Honeywell

hic Products Division

# 1975. A Year To Remember. In Pictures You'll Never Forget.



South Vietnam falls...a shark puts a scare in America...the CIA goes public...Patty Hearst surfaces...a new President takes hold... Franco dies...

1975. It was the year of a space rendezvous...Squeaky Fromme... a Japanese emperor's visit...kidnappings...the Mayaguez incident... the tightest World Series in memory...crazy fads, surprises, cliffnangers.

Year after year, *nobody* captures a year like LIFE Special Reports. Here's 1975 the way you'd have seen it if you could have been everywhere, just at the moments when history was happening.

The Year In Pictures is at your newsstand now. Pick up a copy today.

ful and intelligent. Waiting for Fidel might just be the movie equivalent of the journalist's last refuge, the trusty How-I-Didn't-Get-the-Story story. What most interests Rubbo, however, are conversations at cross-purposes and dashed dreams. Waiting for Fidel is so successful on its own terms that, had the Premier ever showed up, he would probably have weeked the movie. J.C.

# An Actor Despairs

SALUT L'ARTISTE
Directed by YVES ROBERT
Screenplay by JEAN-LOUP DABADIE and
YVES ROBERT

This movie is slight enough to get blown away by an early spring breeze. Sort of funny, kind of sad, Salut l'Artiste is a halfway exercise in depicting the addled, smoothly desperate life of an actor named Nicholas. His face, in passing, is familiar, but ask for his autograph and the name will not register. Nicholas makes his living doing day work in movies, character bits in commercials and specialty acts at small clubs. It is a hard scuffle, but Nicholas dotes on the comfortable insecurity of the life. At least it offers a neat opportunity to fend off deeper involvement with his mistress Peggy (Françoise Fabian) and keeps an eventual reconciliation with his wife (Carla Gravina) at a safe distance. Nicholas' only deep commitment is to the dubious luxury of non-involvement.

Bemused Talents, Besides the quite ravishing Miss Fabian, the movie can boast the presence of Marcello Mastroianni as Nicholas. He is not seen in major movies as widely as he used to be, so Salut l'Artiste is, if nothing else, a wholly welcome reminder of just how extraordinary an actor he can be. It would seem folly to cast Mastroianni as a nonentity were it not for his wonderfully bemused talents for self-effacement. Many of his best performances (81/2, say, or The Organizer) have challenged and contradicted the popular notion of him as a kind of languid Lothario. Director Yves Robert makes no heavy demands of Mastroianni here, which is unfortunate. Nicholas' infrequent bouts with despair are as frivolous as anything else in his life, but Mastroianni has worked enough by now to know about making major moments out of minor incidents. There is at least one such here. Split with his girl friend, his wife and sons away on unannounced holiday, Nicholas shacks up with his costar in a new play. As she prattles on in bed, telling endless postcoital anecdotes about her grandmother, Mastroianni stares straight ahead, bereft, bored. glazed, luckless, irked, satisfied but uncompelled, paying dearly now for his pleasure. It is a scene Mastrojanni manages with the kind of comic melancholy that comes from depths too seldom sounded J.C.

When you can serve a scotch that tastes this good,

you don't mind spending a little...less.







# Grand Macnish Scotch

The smart money scotch

86 Proof Blanded Scotch Which Maideless Income to Account Cold

# 29 reasons why a Mercury Marquis was judged superior overall to an Olds 98 and a Buick Electra.

# Based on tests you can do yourself, 37 out of 50 car owners picked a Marquis over a Buick, 40 out of 50 over an Olds.

Last fall, Nationwide Consumer Testing Institute formed a panel of 100 randomly selected men from the Los Angeles areaall owners of standard-size cars-and asked them to compare a 1976 Mercury Marquis Brougham with '76 models of its leading

competitors, Buick Electra 225 or Olds 98 LS This was a thorough

comparison. Each car owner faced a battery of 29 1 specific tests. Each drove and rode 3.5 miles in total over various road surfaces Each performed inspections inside and out

They judged each car's styling. Front, rear and sides. They studied

instrument panels, door trim and seating. In every test of styling, they judged Marquis superior. They slammed doors and noted the sound

233.4" Weight 47 Engine 455 CID

Olds 98 LS

In this traditional test of solidness, an overwhelming majority judged Marquis more solidly built.

They operated window controls, door handles and locks, interior lights and the parking brake. They loaded the trunk with luggage. In tests like these, they found more convenience built into Marquis

They drove and rode in the cars to evaluate smoothness, quietness, cornering ability and control. In all tests of handling and driving comfort, Marquis won hands down. Based on all these tests.

they rated Marquis superior overall Make your own test. Discover for yourself why Mercury Marquis is everything the test results say it is. Test any car against the

Test Program	Number Preferring Marquis Buick		Number Preferring Marquis Olds	
Styling Features 1. Overall styling 2. Front end styling 3. Side view styling 4. Rear end styling 5. Interior styling	38 36 33 28 37	12 14 17 22 13	38 32 31 33 44	12 18 19 17 6
Ride 6. Riding comfort 7. Handwriting on rough road 8. Quietness	34 31 40	16 19 10	37 31 43	13 19 7
Handling 9. Overall driving ease 10. Cornering ability 11. Right front visibility 12. Parking brake 13. Windshield washer	32 31 34 39 34	18 19 16 11	33 33 35 43 36	17 17 15 7
Quality features 14. Solidly built 15. Carpeting thickness/softness 16. Headliner padding 17. Sun visor 18. Stereo performance	47 45 33 34 40	3 5 17 16 10	46 41 35 39 45	4 9 15 11 5
Convenience 19 Spacious/convenient trunk 20 Till steering wheel operation 21 Glove compartment capacity 22 Rear window convenience 23 Door handle operation 44 Comfort/practical front center arm rests 25 Ash tray accessibility 26 Assist strays convenience	39 19 47 45 44 34 36 28	11 31 3 5 6 16 14 22	38 28 47 50 44 41 42 40	12 22 3 0 6
27. Key design 28. Window/door lock operation 29. Interior lighting	44 37 47	6 13 3	46 37 48	10 4 13 2
Superior overall	37	13	40	10



# MERCURY MARQUIS

LINCOLN-MERCURY DIVISION Ford





# The Bloomie's of Academe

Actress Diana Rigg memerized suchs at Manhatta's New School for Social Research last semester with her comments about the pitfalls of performance and performa

These classroom antics, all part of two seminars involving the performing arts, are par for the courses at the New School, where the curriculum more closely reflects the thinking of Phineas T. Barnum than that of James B. Conant. Humorist Lily Tomlin recently stood on her head to refresh herself while teaching a class on satire. John Lennon will be the guest lecturer this week in a course called Making It in Rock. The New School Bulletin, a catalogue that might be better titled The Best of Club Med and Esalen East, routinely offers courses like Psycho-karate, Body Language, French in Guadaloupe and the Sensuous Experience of Dining.

One reason for the New School's trendy curriculum is that the school is the only degree-granting institution in the nation devoted primarily to the education of adults. Only 4.500 of the 21,000 students at the school are studying for credit: most of these are enrolled in its highly regarded graduate program. or in its affiliate, the Parsons School of Design. The typical New School student is a middle-aged professional or a housewife who is simply eager to learn something new-and willing to pay an average of \$100 per course for the opportunity. Enrollment has more than doubled in the past decade, and the school opened a new branch last month in suburban Westchester

The spirit of innovation at the New School goes back to 1919, when

STUDENTS AT NEW SCHOOL LAUGHING AT ONE OF KING'S CLASSROOM JOKES
Psycho-karate, Body Language and the Sensuous Experience of Dining.

Economist Thorstein Veblen, Historian Bloomingdale's of academic

Economist I horstein Veblen, Historian Charles Beard and Philosopher John Dewey founded it in a few Manhattan brownstones. Their aim: enlivening traditional learning. From the start, they freed the first college-level courses on black culture, taught by W.E. B. DuBois, in the '308 Martha Graham taught pioneering classes in modern dance. Spotting Trends. Today, the school

now ensconced in modern brick and glass buildings in Greenwich Village sticks closely to a strategic formula for success. Explains President John Everett, 57, a former chancellor of the City University of New York: "Other schools have professors who have never been in politics teaching political science. We want the person who has been a politician." Hence, faculty members-most of whom are part-time and untenured -tend to be well-known personalities in the metropolitan area. New York City Consumer Affairs Expert Elinor Guggenheimer teaches a course on the consumer and the marketplace; Village Voice Writer Nat Hentoff presides over a course in investigative reporting. Comedian Alan King, who got his start in New York clubs, has lectured on the origins of ethnic humor. Other New York personalities who have taught at the New School: Senator Jacob Javits. Broadway Producer Joseph Papp, former Mayor John Lindsay and Comedian Woody Allen

The New School prides itself on its quickness to spot trends. When Water-gate broke out, officials cobbled togeth-read of the price of

Many do, prompting some educators to criticize the New School as the Bloomingdale's of academe-an institution run more on fads than serious study. Still, the New School is flourishing, while many private colleges are struggling to keep afloat. In fact, Temple University recently set up a Center City program copied directly from the New School; at New York University, the University of California and other schools, lively adult education programs based on the New School model are also in full swing. Says Clark Kerr, chairman of the Carnegie Commission on Higher Education: "The New School is unique. It has made a special contribution to the intellectual life of the nation." The school intends to keep at it. Next year it will add exotic new courses in 300 Edible Fruits and Vegetables Growing in New York City, American Indian and Eskimo Religion, and Prehistoric Art: Art on the Rocks.

# **Defiance on Trial**

Six months after court-ordered basis, we not into effect in Louisville and the surrounding areas of Jefferson County (TIME, Spe. 15), more than 2,000 of the 129,000 children scheduled on attend public school in the district are still stay-public school in the district are still stay-cials are moving to force recalcitrant parents into line. This week the first boy-cotting parents to go on trial before a jury will appear in a special court created last November. The charge: contributing to the transacy of their children. Says 4: 11. "We Cull Procecutor Frank Cases before it will consider the contributing to the transacy of their children. Says 4: "We Cull Procecutor Frank Cul

The ruling that jury trials be held came after Special Juvenile Judge Joseph Ray, hearing a case without a jury, convicted a withite saburban couple, Mr. and Mrs. Emmitt Durham, and seneced them to a year in jail for not allowing their son Alfred, 12, to be bused to a Louisville school. The Durhams are appealing the verdict to a circuit court and demanding a trial by iury.

# Millions of Americans get professional money management a thousand miles from Wall Street.



From our headquarters in the IDS Tower in Minneapolis, we manage \$7 billion in assets for people all over the country.

Whether your income is large or small, you can have professional help right now. There is an IDS representative near you, ready to offer you our Personal Money Management service.

Here's how it works. First, your IDS representative sits down with you. And asks a lot of questions.

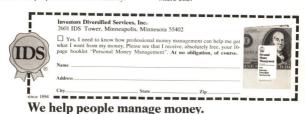
Any debts? Assets? When do you want to retire? College for the kids? Like to start a business someday?

Then, after careful study, your representative returns with suggestions and alternatives for you to consider—even including tax breaks.

You get a realistic picture of the action to take to help you get what you want from your money.

All without cost or obligation on your part. Investors Diversified Services is one of the world's biggest personal money management companies. Our representatives can offer you many kinds of money accumulation plans, insurance, and investments.

Our confidential, unbiased analysis may reveal that you need some of these financial services. And when you see how IDS works, we're confident you won't want to go anywhere else



Investors Diversified Services: Money accumulation plans, insurance, investments, retirement plans and other tax-deferred opportunities



Seagrams

VO

# Our Philosophy.

While most Canadian whiskies are made from recipes, Seagram's V.O. is made from a philosophy.

That the creation of a whisky is the pursuit of a single taste. One taste that should never be changed, because it cannot be improved.

Seagrams V.O. is such a taste. Yet to keep it the same, we don't always do the same things. Whisky-making is not a mechanical process. It's a nactural one. And man's control over nature is limited.

That's why, to create V.Os taste, we blend a variety of tastes. Up to 120 subtly different whiskies. But more important, we blend only after each of these whiskies is fully aged and mature. After nature's work is done, and nothing is left to chance. Only then do we "blend for flavor," and get the exact taste

we set out for. Many distillers blend before aging, with whiskies that are new and uncertain. Then they wait for years, while their product develops its taste at the mercy of nature. The result is often a taste they settle for, instead of a standard they set.

In contrast, our blending philosophy makes Seagrams V.O. the smoothest, most consistent Canadian whisky money can buy. And, not surprisingly, the most popular Canadian whisky in America.

# Only V.O. is V.O. The First Canadian.

CANADIAN WHISKY—A BLEND OF SELECTED WHISKIES. 6 YEARS OLD. 86.8 PROOF, SEAGRAM DISTILLERS CO., N.Y.C.

